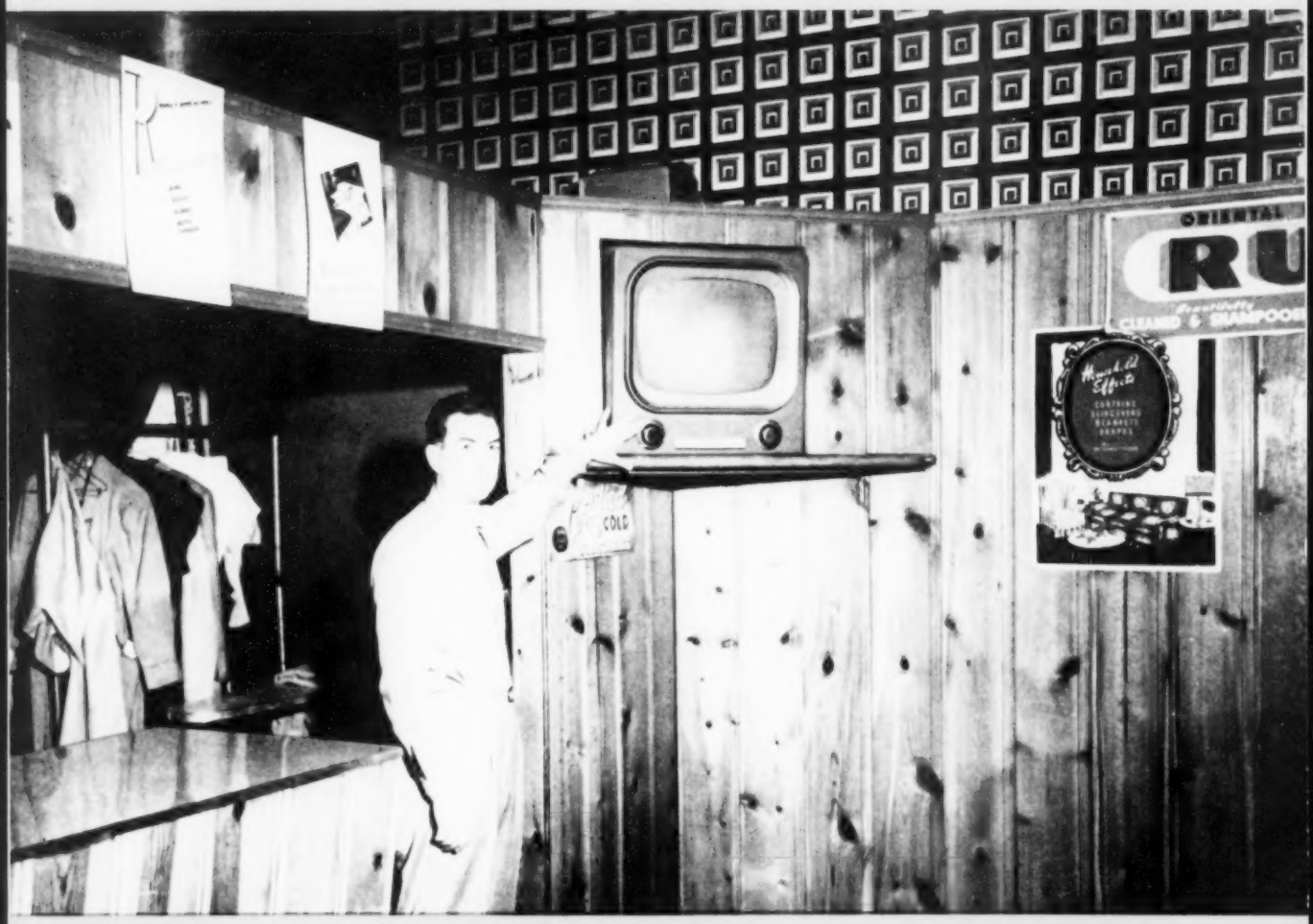
The National CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910



TELEVISION draws customers, present and potential, to Dan Tucker's Video Cleaners in Jackson Heights, N. Y. See page 24

Air cooling permits basement expansion....Page 38
Assembly system cuts labor and losses.....Page 40
Conveyor provides for flexible plant.....Page 44

University Microfilms
313 North First Street
Ann Arbor, Michigan
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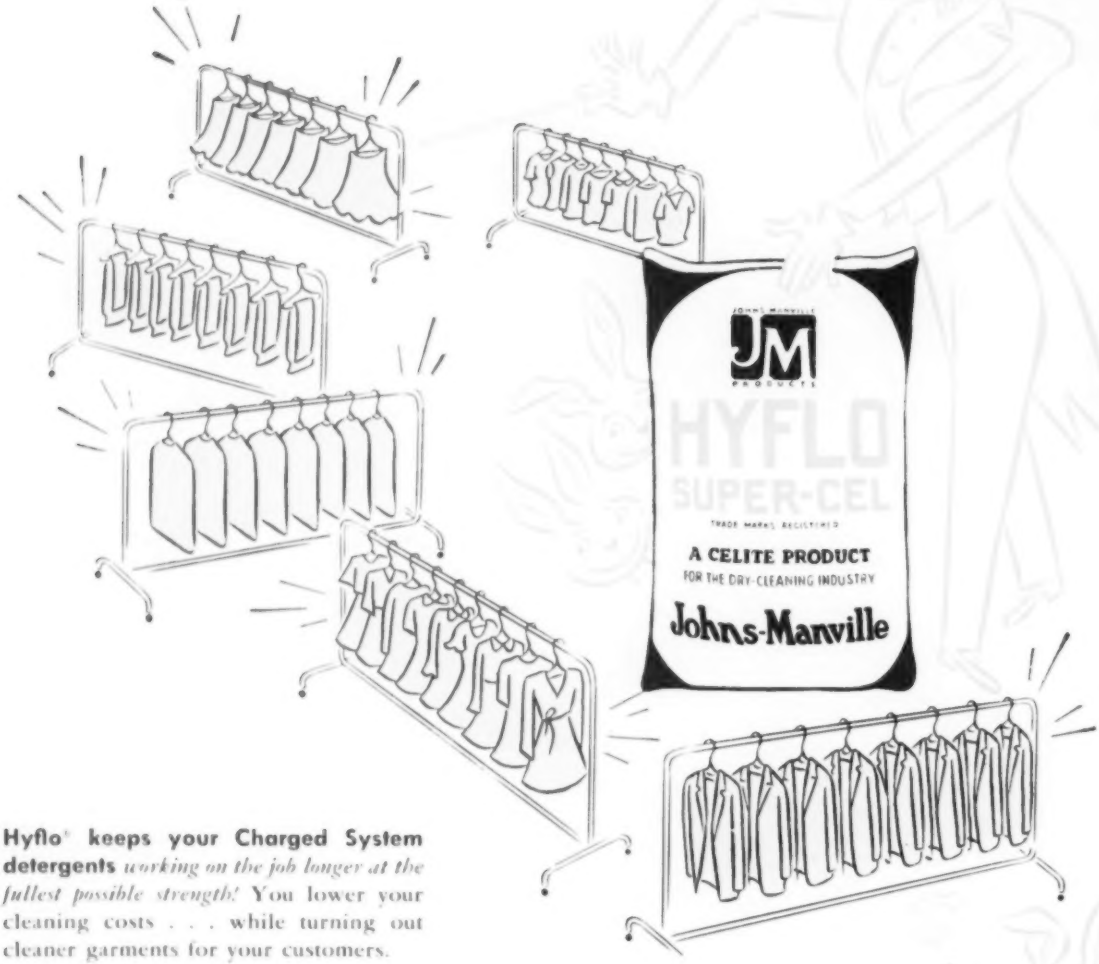
24

JULY, 1953

Cleaner Garments at lower cost

are "in the bag" with HYFLO



Hyflo* keeps your Charged System detergents *working on the job longer at the fullest possible strength!* You lower your cleaning costs . . . while turning out cleaner garments for your customers.

Since Hyflo does not adsorb or remove active detergent, you can maintain a high concentration throughout the washer run. Lightweight and highly porous, Hyflo—the high speed filter powder—removes only the soil (lint, dust and other solids) . . . gives you crystal clear solvent.

To further reduce your unit cost, Hyflo gives you faster production, too. It keeps solvents flowing freely, gives you longer filtration cycles—cuts time spent cleaning filter screens, increases your detergent efficiency.

To find out more about Hyflo and how to use it to best advantage, ask your dealer for a copy of the new Sixth Edition of the 52-page Drycleaners' Handbook. It's yours without cost or obligation. Johns-Manville, Box 60, New York 16, N. Y. In Canada, 199 Bay St., Toronto 1, Ont.

*Reg. U. S. Pat. Off.

JM PRODUCTS

Johns-Manville HYFLO

the filter powder for charged system cleaning

*

1926

1927

1928

1929

1930

way back here...

BUCKEYE

introduced the STRONG SOAP SOLUTION METHOD!

. . . and out of the years of research and development since 1926 comes

BUCKEYE CLEAN-CHARGE

the most important advancement in the industry! *It meets today's dry cleaning needs!*

In 1926 and 1927, the chemical engineers of The Davies-Young Soap Co. collaborated with the N.I.D. in formulating the strong soap solution system. And, now, thru years of constant research and testing, The Davies-Young Soap Co. presents another important development to the industry . . . BUCKEYE CLEAN-CHARGE!

Clean-Charge is the amazingly effective synthetic composition for charge system dry cleaning in petroleum and synthetic solvents. Thousands of leading dry cleaners are finding that Buckeye Clean-Charge makes clothes brighter and cleaner . . . makes finishing easier and faster! Try Buckeye Clean-Charge for the finest quality cleaning!

Buckeye quality products are sold by distributors throughout the United States and Canada.

SYMBOL OF QUALITY

THE DAVIES-YOUNG SOAP COMPANY
BOX 995 DAYTON 1, OHIO

Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

NATIONAL CLEANER & DYER, July, 1953. Published monthly by the Trade Paper Div. of The Reuben H. Donnelley Corp. Publication Office, 109 W. Chestnut Street, Lancaster, Penna. U. S. A. Executive and Editorial Offices: 304 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, $4.00; Foreign, $6 per year. Volume 44, No. 7. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879.

CHEVROLET ADVANCE-DESIGN TRUCKS

More work per dollar . . . and here are 4 powerful reasons why!

MORE POWER AT LOWER COST! Watch costs go down when you put the new heavy-duty power of Chevrolet's advanced Loadmaster engine to work! The new high-compression ratio of 7.1 to 1 in this great engine brings you more power and even greater economy than before. Chevrolet's Thriftmaster engine, too, in light- and medium-duty models offers exceptional economy of operation.

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MORE RUGGED THAN EVER! There is extra economy, too, in the exceptional stamina of Chevrolet trucks. You can expect new ruggedness and strength with heavier, more rigid frames and brawnier construction throughout. You can expect extra miles added to the life of your truck, plus a substantial reduction in the over-all cost of hauling.

LOWEST PRICED LINE! Chevrolet trucks are known for qualities and features matched by no other trucks. Yet, with all these advantages, the Chevrolet line lists for less than any other trucks of comparable size and specifications. See your Chevrolet dealer. Chevrolet Division of General Motors, Detroit 2, Michigan.

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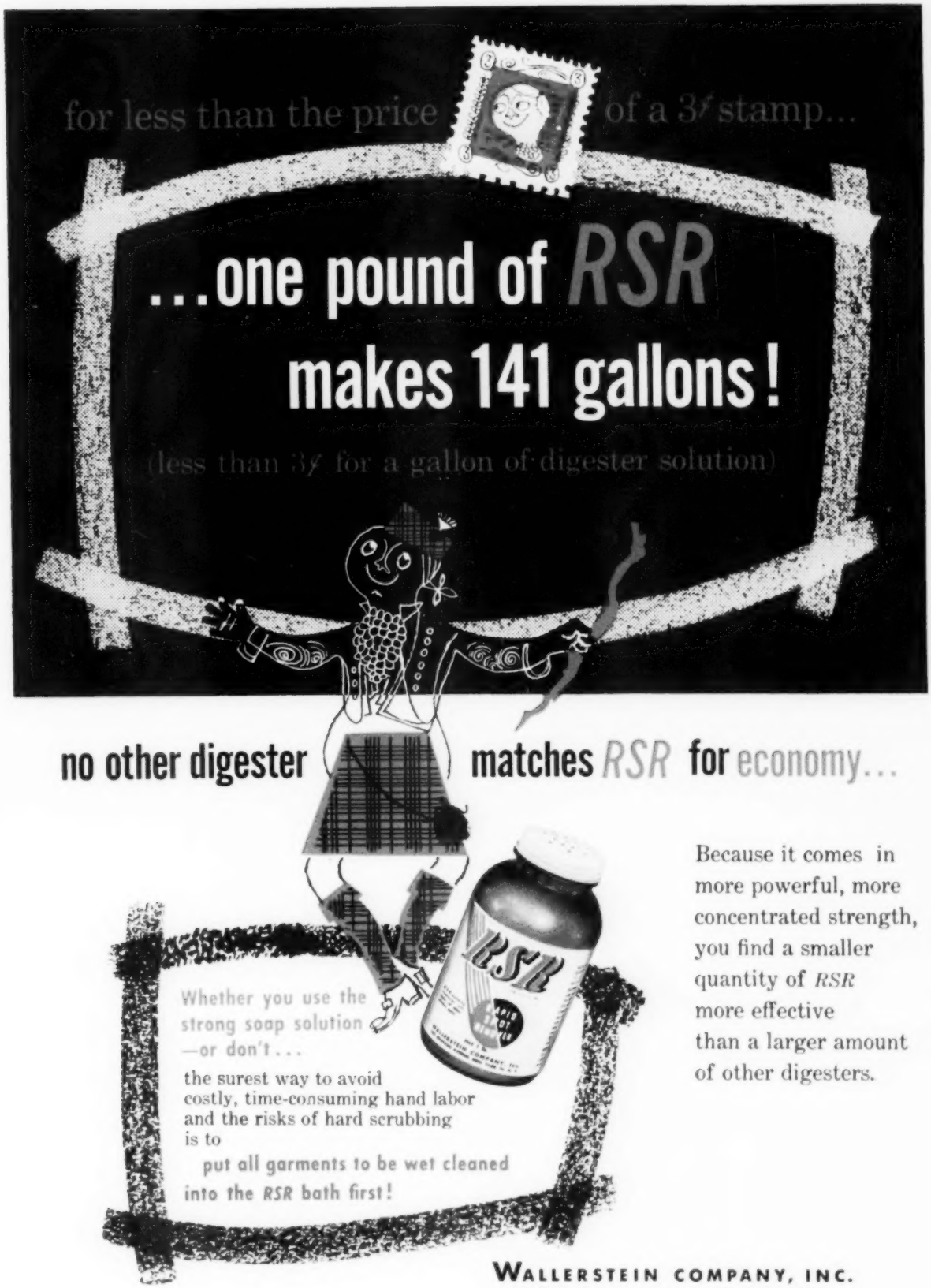
TWO GREAT VALVE-IN-HEAD ENGINES—the Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load. **POWER-JET CARBURETOR**—for smooth, quick acceleration response. **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement. **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **HYPOID REAR AXLE**—for dependability and long life. **TORQUE-ACTION BRAKES**—on light-duty and medium-duty models and on front of heavy-duty models. **TWIN-ACTION REAR BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-duty models. **CAB SEAT**—with double deck springs for complete riding comfort. **VENTIPANES**—for improved cab ventilation. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—for easier handling. **UNIT-DESIGNED BODIES**—for greater load protection. **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.

CHEVROLET

first in demand in value in sales

When writing to advertisers please mention The NATIONAL CLEANER & DYER



Because it comes in more powerful, more concentrated strength, you find a smaller quantity of *RSR* more effective than a larger amount of other digesters.

WALLERSTEIN COMPANY, INC.
180 Madison Avenue, New York 16, N. Y.

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We have a new man ranging the countryside now for both the NATIONAL CLEANER & DYER and her sister paper, *Starchroom Laundry Journal*, under the official title of "associate editor." The title signifies a person who doesn't mind being associated with an editor.

Hank Mozdzer

Henry Mozdzer is the name, but his friends call him "Hank" because they don't know how to pronounce "Henry." We like the name Hank because it sounds like a big, dependable, good-hearted guy with a lot on the ball—and that's the new associate editor.

Hank came to us from Bridgeport, Connecticut, where he had been a bylined reporter on the local *Herald*. Long before that he got a BA in journalism from the University of Bridgeport, while working on the college paper and serving as editor on the summer school editions.

Year in and year out, Hank's been around—Western Union messenger, Columbia record pressman, bartender, advertising copywriter, production editor for a syndicate distributing editorial feature columns to newspapers all over the country. Also, the U. S. Marines controlled his activities for a long four years, first in the States, then Saipan, Okinawa, Iwo, etc.

Hank joined us at an opportune time. The National Institute of Drycleaning had announced a special two-week course for indoctrinating new allied tradesmen in the drycleaning field and to serve as a refresher course for allied tradesmen whose recent experiences had been confined too closely to one phase of the field.

We wanted a report on how the first such course worked out so Hank was elected to attend. You'll find his story about it on Page 86. Meanwhile, we've found Hank's a sharp cookie who's learning his way around the industry pretty fast!

Incidentally, if you can't pronounce "Henry," either, then try "Mozdzer." It's "mow" like mowing the lawn, and "zhur" like in "so'zhur old man."

—W.R.P.

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Published monthly by the Trade Paper Division of The Reuben H. Donnelley Corporation, publication address, 109 W. Chestnut Street, Lancaster, Pa. Established 1910. Member Audit Bureau of Circulations. Gaylord Donnelley, Chairman of the Board; David L. Harrington, President and Chairman of the Executive Committee; Curtiss E. Frank, Executive Vice President and General Counsel; Albert M. Andersen, Executive Vice President; J. Aubrey Hope, Harold P. Harper, Donald R. Arnold, Vice Presidents; Harry W. Warner, Secretary-Treasurer. Changes of address should reach us at least one month in advance to assure getting your copy regularly. Subscriptions: United States and Canada, $4.00 per year in advance; foreign countries in Postal Union, $6.00. Single copies: United States and Canada, 50 cents; foreign, 75 cents; Guidebook issue, $1.00.

Editorial, Executive and General Advertising Offices, 304 E. 45th St., New York 17, N. Y. Telephone: ORegon 9-4000

Eastern Advertising Offices, 304 E. 45th St., New York 17, N. Y.; Telephone: ORegon 9-4000
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For near elimination of wet cleaning

In plants not equipped with combination washer-extractors

1. Activate the solvent in washer and filter with 4% of FORMULA 886 for repeated use.

2. Then charge the 4% solution with sufficient solubilized water to provide a given value of electrical conductivity.

3. Maintain a uniform filtered charge of 886 and water for each successive load through the use of STREET'S Strong Soap Test Kit and STREET'S CONDUCTIVITY CONTROL UNIT.

4. After cleaning the fabrics on filter circulation in the activated solvent, transfer the fabrics for extracting with the piping arranged to divert the 4% extractings to a tank reserved for the activated solvent, in order that it may be used repeatedly.

5. Then, instead of transferring the fabrics to a washer reserved for rinsing, the fabrics are left in the extractor, and without reduction of speed, volatile solvent is pumped into the extractor through the spray unit illustrated at lower right which distributes the rinse solvent evenly throughout the load, thus diluting the activated solvent left in the fabrics after the preceding extraction. During this operation the drain is diverted to a different tank reserved only for rinse solvent. Following the extractor rinse the fabrics are left in the extractor for the conventional extracting period prior to drying.

6. After drying, note the brighter colors, whiter whites and near elimination of wet cleaning. To enjoy these results with uniform safety you must employ an accurate conductivity control unit and a scientifically designed extractor spray unit. To avoid costly experimentation go directly to the inventor for both.

R. R. STREET & CO. INC — INDUSTRIAL CHEMISTS SINCE 1876

561 W. Monroe St., Chicago 6, U. S. A.

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When writing to advertisers please mention The NATIONAL CLEANER & DYER

Only the H-JET II-35 Petroleum Unit

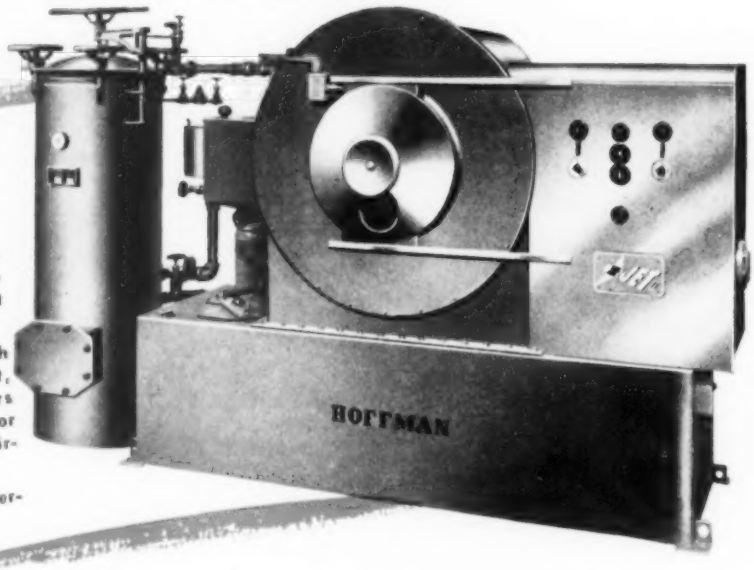
Gives you 36" Open-Pocket Washing of 35-pound loads

one door — fast loading — full drop action

★ with 700 r.p.m. EXTRACTION because of exclusive self-balancing cylinder

★ provides fully automatic operation that saves labor and assures quality

Ask your HOFFMAN representative now



Your choice of these 3 types:

1. Automatic Washer-Extractor Unit, complete with Filter and Solvent Piping (Illustrated).
2. Automatic 2-Bath Washer-Extractor Unit, complete with Filters and Solvent Piping for Charged System requiring separate rinse.
3. Manual Control Washer-Extractor.

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U. S. PAT. NO. 2,590,462 - 2,558,367

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FOR HOME STORAGE

This wonderful . . . new . . . transparent . . . Plastic Storage and Travel Bag . . . (with its convenient Plastic side opening fastener . . . with no metal working parts) provides additional profit for the Dry-cleaner of 50¢ per suit—or 70¢ per coat or dress. Your customers will appreciate and thank you for the low additional cost for safe home storage.

In addition to furnishing complete customer satisfaction . . . and a profit on your dry cleaning service . . . you make a neat extra profit on every sale of ZIP-LUXOR PLASTIC BAGS.

Available through your Distributor

FREE SAMPLE!!

Don't Delay! Send Coupon Today!

Rassenfoss Bag Co. Box 98
Glenview, Illinois

Send sample of your new Zip-Luxor Bag with the JAM PROOF ZIPPER.

Name .....

Company .....

Address .....

City .....

Jobber .....

RASSENFOSS BAG COMPANY • GLENVIEW, ILLINOIS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

for Greater Sales —Greater Profits

CA$H IN on today's laundry trends!

TELLS HOW TO-

get your share of the richest potential market for your services which has ever existed-- based on actual experiences of successful laundry-owners in every section of the country PLUS the practical thinking of successful marketing and merchandising experts from other industries.

The number of households in the country is increasing daily and these new homemakers will buy laundry service *if they are given the opportunity.*

Contains the answers to such management questions as - -

Who are these potential customers?
Where are they located?
How many of them are there?
How may they be reached?
What kind of laundry service do they want?
How much are they willing to pay?
What should I do to revamp my present plant layout, services, prices and delivery schedule to get these people on my books?

No problem is more pressing today than that of gearing your entire production, selling and accounting procedures to the changing buying habits of the housewives of America. If you want to get more closely in tune with the habits of the women *in your community*, you won't want to miss the September, 1953 STARCHROOM.

Do you *know*—

if a series of small quick-service plants will work in your community?
if a strategically located drive-in store will pay out for you?
if the work should be processed at such a store? or funneled into your main plant?
if a wider range of services and prices would attract more business for your plant?
Do you know how much it would cost to try any or all of these ideas?

If you don't *know* the answers to the above questions,

YOU WON'T WANT TO MISS
THE *SEPTEMBER* 1953

GUIDEBOOK

OF THE LAUNDRY INDUSTRY

Combining:

EDITORIAL FEATURE SECTION:

A Guide to the Expanding Laundry Market.

OPERATING GUIDE:

Charts, graphs and tabulated information covering all phases of laundry plant operation and production. Basic textbook information in a handy reference form, useful day-in, day-out to all plant executives.

THE LAUNDRY INDUSTRY'S STANDARD BUYERS' GUIDE:

CLASSIFIED DIRECTORY, listing in a single section all kinds of laundry equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the laundry industry.

MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

A.I.L. CONVENTION GUIDE:

Full details of program and exhibit plans for annual convention of American Institute of Laundering, to be held in Los Angeles, October 9-11.

STARCHROOM LAUNDRY JOURNAL

304 East 45th Street, New York 17, N. Y. 20 North Wacker Drive, Chicago 6, Ill.

LETTERS to the EDITOR

"Sweetners" and Soap

To the Editor:

Normally when an advertiser buys space for his selling message he can, within reason, say anything he wishes without challenge by the readers. Not so with an editor. His words are always open to criticism by those readers who differ as to the facts or his interpretation of the facts.

Thus, it would seem reasonable that when an advertiser refers to his paid advertising copy as a "treatise" and likens it to an editorial article, he should expect to have his words scrutinized as critically as an editorial article.

In your May issue, Mr. Paul Warren is both the author of a "Letter to the Editor" and a paid advertisement simulating an editorial article on Page 75 and 76. In the latter, Author Warren makes certain statements which would certainly be challenged, had they appeared in your bona-fide editorial columns. I refer particularly to the statement on Page 75, "No drycleaning soap on the market today resists the adsorptive powers of the leading sweetners."

To a chemist, this makes no sense whatever. Since we know that Mr. Warren would not deliberately deceive your readers, the only conclusion remaining is that he doesn't quite understand the action of "sweetners."

To begin with there is no such thing as "chemical resistance." Electrical resistance, yes. Sales resistance, yes indeed. But chemical resistance, no. There just "ain't no such animal." What the drycleaner and Mr. Warren call a "sweetner" is known chemically as an adsorbent, that is, a chemical possessing the ability to selectively pull dissolved matter out of solution. It is characteristic of adsorbents that they act selectively, that they pull more of one substance out of solution than another.

Thus, it is a simple chemical fact that a particular adsorbent will adsorb more or less of one drycleaning "soap" than another. It is not that one or another soap is more or less "resistant to sweetners." It is the other way around. "Sweetners" adsorb more of one kind of soap than another. Some "synthetic-detergent" soaps are hardly adsorbed at all by one well-known "sweetner." The makers of these soaps can truthfully claim that they may be used with "sweetners." Of other "soaps," this is decidedly not true. They may be used all right—but at exceedingly high cost.

Had you implied that all "soaps" are adsorbed equally by all "sweetners," you would expect to be corrected. Author Warren can hardly object to the same scrutiny of his remarks, regardless of on what page his treatise appears.

So that there will be no question as to my self-interest in this matter, let the record say that I have been interested in the use and sale of chemicals since 1930 and in adsorptive agents since 1938. I still find that there still is considerable misunderstanding of the action of adsorptive "sweetners."

JAMES J. MCMAHON

New York, N. Y. *James J. McMahon Incorporated*

They Do Read It

To the Editor:

Can hardly wait until my copy of NATIONAL CLEANER & DYER arrives. Read it from cover to cover, then back again, hoping that I don't miss a thing. Also "People and Places," as am anxious to know what is going on among the different parts of the country.

Our plant has been built on different ideas gathered from the magazine.

WILLIAM H. MECHEM
NuWay Quality Cleaners

Monaca, Pa.

To the Editor:

I passed the test. I'd like to have your booklet, "Profitable Alterations."

I have often wondered just how this news [People and Places] got to you. I am sure there is much more of interest in the industries, and many news items that I know you would delight in printing just don't seem to turn up in any trade "mags." Could it be that the publicity isn't being sent to you, and might the LCATA men be enlisted as your correspondents to feed this information to you?

No matter how this comes out, you keep right on printing these news items. At least for my part, I read 'em, just as quickly as I can. Your June issue was in this morning's mail, and my reply is already in the mail. I like 'em.

SHORTY

Stillwater, Minn. *Shorty Cleaner, Tailor, Launderer*

The news items that appear in our "People and Places" section come to us from a variety of sources, including newspaper clippings, allied tradesmen, our own staff, and from the plant-owners concerned. These columns are always open to news items sent in from any source, especially from our subscribers.—EDITOR

British Cleaner Wants Correspondent

To the Editor:

I am an extremely keen reader of your magazine and look forward eagerly to the receipt of each fresh edition.

The thought has often occurred to me that maybe in the U. S. A. there is a drycleaning concern trading under the same title as this company. If so I wonder if you would kindly pass the full name and address of any such organization on to me with a view to the possible commencement of an exchange of general ideas and views on a "pen pal" basis.

W. T. PEARCE
Rex Cleaners

336 Brixton Road
Brixton, London S. W. 9, England

Rex is not a common business name in this republic but possibly we have some readers who will be interested in writing to Mr. Pearce at the given address.—EDITOR

Dear Bill,

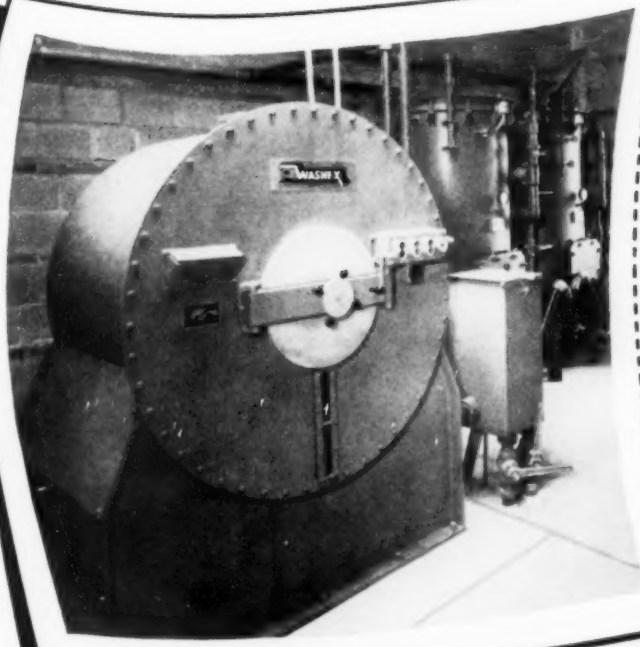
If you think customers can't see a difference in dry cleaning — try running a load in a WASHEX Combination Washer - Extractor!

Enclosed is a snapshot of our new baby — the "100" WASHEX Combination Washer - Extractor. Yup, we clean and extract without handling soaked garments — this push - button life is wonderful.

WASHEX saves us a lot of money and boy, how it can clean!

Try it —

Dick



Fabric Laundry & Dry Cleaning Machine Corp.
192 Banker Street
Brooklyn 22, N. Y.

Let's see what WASHEX Combination Washer-Extractors can do for us.

NAME _____

FIRM _____

ADDRESS _____ ZONE _____ STATE _____

CITY _____

We now have _____

WASHEX
COMBINATION WASHER-EXTRACTOR

FABRIC LAUNDRY AND DRY CLEANING MACHINERY CORP., 192-198 BANKER ST., BROOKLYN, N. Y.

Introducing National's Sensational

AUTOMATIC ELECTRONIC DRYCLEANER

PATENT APPLIED FOR

THE PRODUCT OF YEARS OF INTENSIVE RESEARCH

Automatically COMPUTES AND FEEDS PROPER AMOUNT OF MOISTURE ELECTRONICALLY FOR EACH LOAD BY...

- *Automatically* compensating for relative humidity of garments
- *Automatically* adjusting relative humidity of solvent
- *Automatically* computing weight of load
- *Automatically* determining moisture need of average fabric composition within each load
- *Automatically* maintaining uniform conductivity in charged solvents

NATIONAL CLEANERS CHEMICAL MFG. CO.

2807-11 West Lake Street • Chicago 12, Illinois

This Practical, Scientific Instrument

NOW AVAILABLE!

• WRITE FOR DETAILS TODAY!

42" DESIGNED TO HANDLE 36" x 54" WASHER LOAD

38" x 36" DESIGNED TO HANDLE 30" x 48" WASHER LOAD

36" DESIGNED TO HANDLE 30" x 40" WASHER LOAD

GROSSAIR
OPEN-END TUMBLERS
"WASHER-MATCHED"
FOR ECONOMICAL, BALANCED PRODUCTION

GROSSAIR Tumblers are designed to handle standard washer loads without over-loading. The result is a tumbler that operates at maximum efficiency . . . permits handling and operational economies only possible through balanced production.

GROSSAIR Open-End Tumblers make every square inch of floor space count, too, because they are unusually compact without any sacrifice of the technical advantages and long life for which GROSS has long been known.

ONLY GROSSAIR TUMBLERS HAVE THESE FEATURES

GROSS-engineered open-type suction fan for heavy-duty, continuous performance . . . non-clogging aluminum construction . . . perfectly balanced . . . quiet and safe.

Solid Steel Trunnions with sealed and pre-lubricated oversized bearings . . . built for years of trouble-free service.

Built-in removable Air Filter guarantees only clean air for drying and deodorization.

Built-in removable Lint Trap conveniently located for quick, easy cleaning.

Dual Motor Operation.

Electric Panel Control Interlock.

Write today for details.

GROSS MACHINERY CO., INC.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment

183 HALBERT ST. *Founded 1923* BUFFALO 14, N. Y.

LCATA LAUNDRY & CLEANERS MEMBER ALLIED TRADES ASSN

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SHELLSOL 140

...A 140 flash dry cleaning solvent

Approved and listed by The National Institute of Drycleaning

Listed with Underwriters Re-Examination Service

SHELL OIL COMPANY

50 WEST 50th STREET, NEW YORK 20, NEW YORK

SHELL

When writing to advertisers please mention The NATIONAL CLEANER & DYER

CLASS OF SERVICE

This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

WESTERN UNION

1201

SYMBOLS

DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

W. P. MARSHALL, PRESIDENT

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= 1953 JUNE 18 PM 8:24

OB5 10 PRC5 56
PR.LLE283NL PD PORTLAND ORG 18
R R STREET AND CO. ATTN PAUL V WARREN=
561 WEST MONROE ST CHGO=

WE'VE SEEN THE RESULTS OF THE CONDUCTIVITY CONTROL AND WE'RE AMAZED PLEASE CONSIDER FOR IMMEDIATE INSTALLATION THE FIRST DOUBLE CONTROL UNIT IN THE NORTHWEST. THANKS TO STREET FOR SUPPLYING THE MISSING LINK=

ORVILLE HEDDON RAYS CLEANERS 2833 NORTHEAST SANDY

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

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When writing to advertisers please mention The NATIONAL CLEANER & DYER

SIGNS of the TIMES

Macy Tells Salesgirls—But Not All: Nobody—but nobody—could undertake a more commendable project than the one recently begun by Macy's department store ("world's largest") in New York City. Even if it does have its shortcomings.

To clear up the confusion which surrounds the flood of synthetic fabrics on the market today, the store decided to introduce a specialized course in "Selling the Man-Made Fibers." In a series of two-a-day lectures given over a three-week period, more than 400 salesclerks from the ready-to-wear division became acquainted with the properties and qualities, merits and limitations of the man-made fibers.

What disturbs us is the fact that the complete story is not being told. Here is an excerpt from the script being used: "Unless a fabric or a garment is *clearly labeled washable*, it is safer and easier to tell a customer to send it to the drycleaner and let him worry . . ."

Such optimistic statements are made under the assumption that the drycleaner is a fiber and fabric prophet. He is not. Often the first time he sees some of the new fabrics is when the customer brings them in for a cleaning. The burden of responsibility is shifted. Yet the salesgirls are not being told that special care and equipment are often necessary in handling synthetics in the drycleaning and laundry plant. Need we bring up sport shirts?

The course, originally planned by the *Ladies Home Journal*, makes use of slides and demonstrations showing the absorbency, strength, reaction to ironing and washing, resistance to spots, and dyeing qualities of Orlon, Dacron, Acrilan, dynel, Vicara, acetate, rayon and nylon. The course will continue for home furnishings and other divisions that come in contact with the new fibers.

# #

Clothing Wanted for Korea: A nationwide drive for clothing for the people of Korea is being conducted by American Relief for Korea. Donations will be shipped by government transport and distributed in Korea by the United Nations Civil Assistance Command.

A number of drycleaning and laundry associations are giving their services in both collecting and cleaning donations of clothing. Another source of donations by individual cleaners might be uncalled-for garments. The most needed items are all kinds and sizes of outerwear, shoes, socks, underwear, mittens, headgear, blankets and bedding.

# #

Milwaukee Gets Arbitration: At a conference attended by drycleaners, launderers and retailers, plans were discussed for an arbitration board to be organized under the sponsorship of the Better Business Bureau of Milwaukee. The proposed board will have representatives from the cleaning and laundry industries, retailers, fabric experts and consumers.

The conference, called by the Association of Commerce retail committee, was addressed by Dr. Dorothy S. Lyle, director of consumer relations for the National Institute of Drycleaning. She outlined some of the problems presented by the new fabrics and urged adequate labeling and education.

Costs of the new arbitration plan will be carried by the Milwaukee Cleaning Plant Owners Association, Wholesale Drycleaners Association, Laundry Owners Association and individual firms who are not members of any of those groups.

# #

Public Service by Drycleaners: Rollin T. Grant, operator of Grant Dry Cleaning in Lockport, N. Y., was elected a trustee of the local board of education for a five-year term.

In connection with a civic celebration at New Athens, Illinois, a square-dancing contest was sponsored by New Athens Cleaners, which also provided prizes.

The Lakewood (Ohio) Rotary Club presented its annual award for "courteous service" to Robert Brandon of Brandon New Era Cleaners.

Among industry groups cooperating in the American Relief for Korea campaign, the Cleaners Institute of Louisville (Kentucky) and the Greater Louisville Laundry Owners Association took over the collecting and processing of clothing donations.

# #

Customer Education: Talking at a meeting of the Lions Club of Fairfield, California, Ben Gillespie, owner of Gillespie Cleaners, outlined the growth and problems of the drycleaning industry.

Taking part in a Better Homes Show at Williamson, W. Va., Thetford Cleaners attracted considerable attention to its booth by displaying a miniature drycleaning plant. Mr. and Mrs. Richard Thetford were on hand to explain.

Following up a series of articles on synthetic fabrics which appeared in the Indianapolis *News*, columnist Martha McKenna published extracts from a letter from Cecil M. Byrne, owner of Victory Cleaners. Mr. Byrne's letter pointed out not only many of the problems encountered by drycleaners in handling synthetic fabrics but also other types of processing problems.

# #

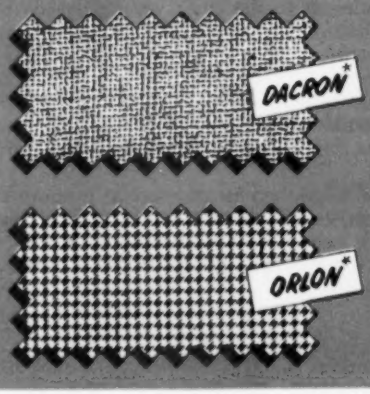
Trade School in Indianapolis: Courses in drycleaning will be started this fall at the Harry E. Woods Vocational School in Indianapolis, Indiana, which is being remodeled for use in instruction in a number of trades. A committee of Indianapolis drycleaners, consisting of Cecil M. Byrne, David Clark, Vincent Concannon, Larry Sanders and Charles L. Walker, has met with members of the Indianapolis city school administration to plan the courses and installation.

Complete engineering plans and layout submitted by the cleaners' committee are being worked into the

NEW Invention Makes Steam SAFE for 100% Pressing Satisfaction on all Fabrics

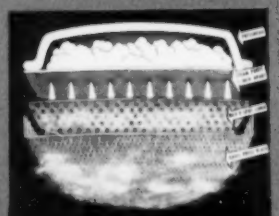
PATENTED AND PATENT PENDING

SAFEST finishing of new fabrics



PERFECT PAIR FOR PERFECT PRESSING

You need a Nev-R-Spot Liner on each press for safest, finest finishing of all garments. Fabrics woven of man-made fibers (Dacron, Orlon, etc.) dominate the clothing market. To avoid fused and glazed fibers, the producers advocate a pressing temperature of 275° or less—yet steam from your presses is over 300°! Only with Nev-R-Spot on all presses can you reduce steam's heat to an even 250°—safer for synthetics. It spreads steam and moisture to every fiber; stops "nickel marks"; reduces hazard of shine and moire. To make doubly sure of quality and quantity pressing, equip presses also with Davis fabric-renewing Press Plates. They lift the nap as they press, revive all fabrics, produce a more beautiful finish.



DAVIS NEV-R-SPOT LINER SPRAYS STEAM SIDEWAYS!

Harsh jets of steam from press-head hit Liner and are forced sideways thru its thousands of tiny canopied openings. Liner spreads steam like a blanket inside grid plate. Steam issues gently thru all the perforations with even moisture, safer heat.

There's a Davis Plate and Nev-R-Spot Liner for Every Make and Model of Drycleaner's Press

HOFFMAN PRESSES	PRESS PLATE	NEV-R-SPOT LINERS
XC05, VC05, MC05, VC056, VC06	$14.85	$10.95
XC07, VC07, KBO, MAO	14.85	10.95
XCF5, VCF5, XCF56, VCF56	14.85	10.95
5A, 6A, 7A, 8A	14.85	10.95
XC09, XC090, VC09, VC090	19.25	13.95
XC04, VC04, XCF4, VCF4	19.25	13.95
XE4, VE4, XE90, VE90, XE10, XE100	19.25	13.95
XW1, VW1, XW12, XW78, XB10, VB10	11.00	8.95
PANTEX PRESSES		
40-OC, 41-OC15, 41-O, 45-OC, 45-OA	14.85	10.95
45-O, 45-OE, S-45-O, 45-OC9, OC-15	14.85	10.95
M-52, M43-F, S-43-O, SM44-F	19.25	13.95
19-DO, M-24-O, 15-DO	11.00	8.95

PROSPERITY PRESSES	PRESS PLATE	NEV-R-SPOT LINERS
443-EA, 343A, 237A, 241A	$14.85	$10.95
242, 243, 442EA, 250EA, 250A, LD50	19.25	13.95
318EA, 218A, 419, 720	11.00	8.95
NEW YORK PRESSES		
RSW42, NSW42, R42, N42, R450, N450	14.85	10.95
R52, N52, NL4, N-48-O	19.25	13.95
NM1, NM2, NT10, RM1, RM2, RT10	11.00	8.95
BUTLER PRESSES		
18"	11.00	8.95
42", 45"	14.85	10.95
ELCCO PRESSES		
39", 42"	14.85	10.95
20"	11.00	8.95

FORSE—LOYAL—FLETCHER	PRESS PLATE	NEV-R-SPOT LINERS
18"	$11.00	$ 8.95
42", 45"	14.85	10.95
51"	19.25	13.95
GOLDMAN (SINGER)		
SV42-O, EZ42-O, SV45-O	14.85	10.95
SV52-O	19.25	13.95
AJAX PRESSES		
18"	11.00	8.95
42", 45"	14.85	10.95

Also all other makes and models. When in doubt send paper pattern of press head (after removing cover).

**"Dacron" is DuPont's trademark for polyester fibers. Orlon" is DuPont's trademark for acrylic fibers.*

ORDER NOW from your supplier

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remodeling job. The committee is also planning the course of training which will give both classroom and practical instruction in drycleaning, wetcleaning, spotting, wool pressing and silk finishing. The plans not only provide for training high school students, but include adult classes for plant employees.

The course is financed by the local public school system, and there will be no tuition fee to Indianapolis students. It is planned to make the same training available for a moderate fee to employees sent to Indianapolis from other parts of the state.

# #

Warning on Machinery Racket: The LCATA has issued a warning about a new racket which has victimized a number of plantowners. The racketeer presents himself as a salesman for a reputable machinery manufacturer, showing some of the firm's sales literature as identification.

The man operates by showing the sales literature, making an offer on a new machine, then mentioning that a duplicate of the same model has been repossessed from a plant in a neighboring state and is available at a lower price. As a special favor he promises to sell the prospect's old equipment to another plantowner in the same state. He then asks to have the check for the down payment made out personally to him, not to the manufacturer.

The story convinced plantowners who made out the checks, then learned too late that the addresses of both the prospective buyer for the old machinery and the plantowner whose equipment was supposed to have been repossessed were fictitious.

# #

More Business Aids: Management Aid No. 28, published by the Small Defense Plants Administration, is Business Insurance IV, the last of a series explaining various types of insurance available for the businessman. This leaflet takes up boiler and machinery insurance, glass insurance and credit insurance. It can be obtained without charge from SDPA or U. S. Department of Commerce field offices, or from the former at Washington 25, D. C.

The SDPA has also issued a booklet, "Human Relations in Small Industry," which gives principles of human relations and examples of their application. This booklet may be obtained for 25 cents from the U. S. Government Printing Office, Washington 25, D. C.

# #

MRO Records Not Needed: The NPA order providing for maintenance, repair and operating quotas has been revoked. After July 1 it will not be necessary for firms who have bought materials under that order to keep records.

# #

Fixed Depreciation Rates: The Small Defense Plants Administration has called the attention of small businessmen to a change in the Internal Revenue Bureau's audit procedure to permit the establishment of a fixed depreciation rate for tax purposes.

Previously, according to SDPA, the depreciation rate was often changed because different agents audited the same taxpayer's return from year to year, with a resultant cause of contention. Under the new policy, once the Treasury Department has agreed to a businessman's rate of depreciation, it can remain unchanged unless there is a "clear and convincing basis for a change."

This new policy does not entail any change or relaxation of standard depreciation rates already in use by the taxpayer.

# #

New House Organ: A monthly house organ launched in April by Capitol-Varsity Cleaning Company, Oxford, Ohio, is designed to bring about a better acquaintance among the employees—75 at the plant and about 150 salespeople in 98 stores covering southern Ohio and eastern Indiana.

In addition to personal items about plant and store personnel, *Capitol Comments* contains information about the firm's current promotion theme, details about various drycleaning processes and problems, and messages about plant services from the general manager, Herbert B. Wiepking.

Oxford is the site of Miami University. Two young men who were students there in 1924, Verlin L. Pulley and Don R. Jacobs, established a press shop as a means of working their way through college. Two years later they founded Varsity Cleaners and Dyers, and in 1927 Mr. Pulley acquired his partner's interest, changed the name to Capitol-Varsity, and built the cleaning plant which he has expanded and modernized over the 28 years of his successful operation.

# #

Toronto Girds for Battle: A series of meetings was held by the Toronto Division of the Dry Cleaners Institute (Ontario) to plan action in opposition to a proposed new amendment to the city's zoning by-law that would seriously hamper operation of retail drycleaning plants. The Toronto Division has gone on record as desiring a revision that would permit operation of synthetic drycleaning units in retail districts without limitations on the number of employees or size of the operation, so long as the installation met health and safety requirements.

The group has employed an attorney to prepare and present a brief on its behalf to the Municipal Board. All members have been urged to attend ward and general meetings of the Board in support of the drycleaners' presentation.

# #

Iron Curtain Cleaning: Customers who think they have trouble with their drycleaners here should try to get some quick service in the Soviet and satellite states. Even the matrimonial intentions of a young Pole fell victim, according to a Warsaw newspaper report, to the inefficiency of a nationalized drycleaning firm. The prospective groom had to postpone the wedding indefinitely because his best trousers were not returned in time. In fact, after two months he was still waiting (so, presumably, was the bride).

# #

High-Speed Hobby: From time to time this magazine has run items about some ingenious drycleaner who has put his hobby to good use in his business. But we are unable to think of a practical use around the plant for the hobby of Alvin Penn, owner of Penn Cleaners in Clairton, Pa., and winner of a number of trophies for auto racing. Not for the delivery trucks, certainly!

USE COLUMBIA-SOUTHERN PERCHLORETHYLENE

... the modern, profitable drycleaning solvent

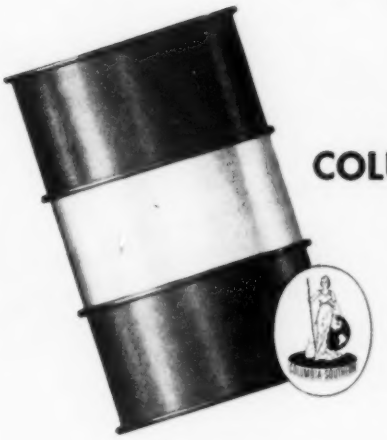
HERE'S WHAT IT MEANS TO YOU!

High quality work
Low operating costs
Short cleaning cycle
Excellent reclamation of solvent
Nonflammable
Fast service
Reduced clothes inventory

HERE'S WHAT IT MEANS TO YOUR CUSTOMERS!

Clothes look bright
Garments have no odor
Fabric life is increased
Quick service permits customers to have clothes cleaned frequently without being inconvenienced

These advantages are even more convincing in actual practice. We suggest that you look into the use of Columbia-Southern Perchlorethylene immediately. It is the sure way to greater profits and customer satisfaction. Our technical staff will be happy to offer recommendations and supply you with information. Write today.



COLUMBIA-SOUTHERN PERCHLORETHYLENE is a *HIGH STABILITY* product

COLUMBIA-SOUTHERN CHEMICAL CORPORATION
SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY
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HILD EQUIPMENT

for Rug, Carpet and Upholstery Cleaning

FREE DEMONSTRATION

Write today for name of your HILD Distributor

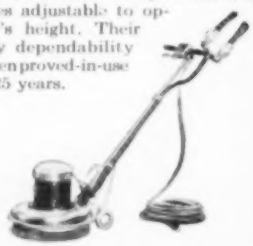
HILD Shower-Feed Rug & Carpet
SHAMPOO MACHINES

Only HILD has the patented SHOWER-FEED BRUSH

Available in the three types pictured here . . . all for use with the patented HILD Shower-feed Brush. Shower-feed shampooing greatly improves workmanship, and at the same time *cuts soap costs as much as one-third!* Shampoo solution is fed to the back of the Shower-feed Brush . . . then passes through holes penetrating the brush back *between each row of bristles.* Every square inch gets the same amount of solution and shampoo action . . . just enough for thorough cleansing with no waste.

HILD Machines are designed with many time and trouble saving features like the HILD Safety Switch and handles adjustable to operator's height. Their sturdy dependability has been proved-in-use over 25 years.

HILD Portable-tank type Shower-feed Shampoo Machine carries 3 gallons shampoo solution in tank on adjustable handle. Ideal for on-location work.

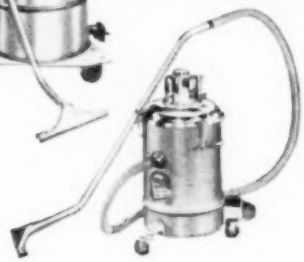


HILD Plant-type Shower-feed Shampoo Machine connects through one hose to overhead soap storage tank, and through other hose to rinse water supply. Both soap and water are constantly "on tap" . . . controlled by 3-way cock in adjustable handle.

HILD Combination Shower-feed Shampoo Machine for use anywhere . . . in the plant or on location. Adjustable handle.

HILD Wet-and-Dry Heavy-Duty Portable
VACUUMS

No filter to change, no "preliminaries" to remember when switching back and forth between dry vacuuming and wet pick-up work. Moisture or dust in the vacuum air stream can cause no damage to the specially designed HILD Bi-Pass Motor. The HILD Vacuum is ideal for on-location carpet and upholstery shampooing. Plants with stationary vacuum systems use the HILD Vacuum as a "stand-by" during peak seasons. Also performs scores of plant clean-up jobs. Two sizes . . . 10 and 40 gallon liquid capacity.



HILD Portable
RUG BEATER

A highly efficient, low cost rug beater. Beats 9 x 12 rug in 5 to 10 minutes. Twenty-three sturdy straps attached to rotating shaft deliver over 20,000 "beats" per minute. Vacuum dust collector. Handle adjustable to operator's height.

HILD All-Auto-Matik
UPHOLSTERY
Shampoo Machine

No more hand scrubbing . . . no more hand pumping! Electric power takes the place of "elbow-grease." Motor-driven applicator brush weighs only 5½ pounds. Flow of solution controlled by self-closing valve operated by either right or left hand. Shampoo solution is fed through 20-foot plastic hose to brush under air pressure *automatically* maintained by built-in compressor.

HILD System
MAINTENANCE EQUIPMENT & SUPPLIES

COME and SEE US WHEN IN CHICAGO

Inspect our modern factory and demonstration rooms only one mile west of the "Loop."

HILD FLOOR MACHINE CO.
740 W. Washington Blvd., Chicago 6, Ill.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Dow-PER CLEANED CLOTHES MEAN SATISFIED CUSTOMERS EVERY TIME

Dow-PER gets clothes thoroughly clean, brings out the true colors and makes them just as fresh as the day they were new

The ultimate key to the success of your dry cleaning business lies in one thing . . . customer satisfaction. And when you use Dow-PER* in your dry cleaning machine you are making a big step towards assuring yourself of this important goal.

Dow-PER readily suspends dirt and grime, and its special stabilizing agent gives the solvent long life. Together, these two facts mean that clothes come out sparkling clean. You won't have customer complaints caused by unsightly streaks and cloudy areas. Your customers will almost think you're giving them new clothes. You'll appreciate the way Dow-PER helps keep your overhead down too. Its thoroughness lowers expensive spotting time, allows you to handle a large volume in a short period. High recovery also contributes to your savings.

Contact your Dow-PER distributor today. He'll be glad to show you how Dow synthetic solvents can help you to high profits and business success every month of the year. THE DOW CHEMICAL COMPANY, Midland, Michigan.

*TRADEMARK

you can depend on DOW SOLVENTS

DOW

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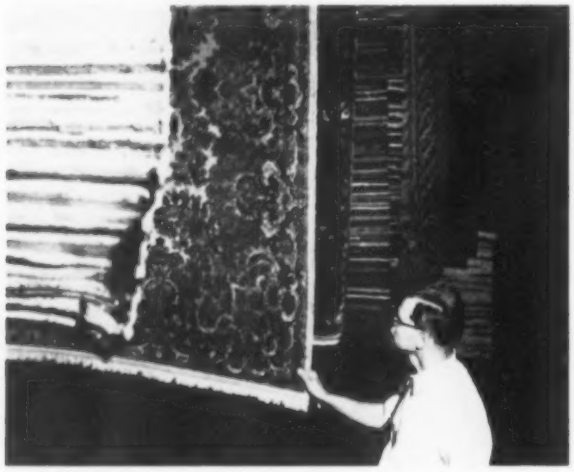
BUSINESS BUILDERS

TV Sells Sidelines



TELEVISION SPOT could feature photogenic rug like the one shown above by Central's manager, Francis Sherwin

Bringing thousands of consumers into a drycleaning plant at one time three days a week is good public relations, good business, and not hard to do. That has been the happy experience of Central Dry Cleaning Company of Buffalo, New York. Confirmed believers in selling sidelines for greater volume, the company took to television advertising in a campaign to sell rug cleaning, storage and other services, according to Francis Sherwin, manager.

Central's volume was $150,000 last year. An impressive 40 percent of that business came from sidelines.

For almost two years Central was a video personality. Plant operations were placed dramatically before the eyes of Mr. and Mrs. Buffalo. This was equivalent to inviting the public into the plant for a tour. Through TV, however, many more thousands of people were given the opportunity simultaneously.

Results can be seen in rug cleaning volume alone. In 1950 volume was $14,645; in 1951 it jumped over $6,000 to $21,115. Increases, while not as large, also were noted in storage and the other sidelines.

Central did its TV selling three times a week with one-minute spots. Cost for a spot in the evening was $86.

While Mr. Sherwin is convinced TV is a profitable way to sell drycleaning and other services, he learned from experience that a point of diminishing returns sets in. The impact of newness wears off, and the public becomes accustomed to the long-distance plant tours. Keeping close watch on public response to the TV program, Mr. Sherwin noted that after business showed a steady increase for over one and a half years, a plateau was reached; volume remained at a certain level.

At this point Central changed its tactics and switched to radio. The company purchased 10 minutes of a breakfast club broadcast twice weekly at a cost of $70 for each program. The program, obviously slanted toward the housewife, is broadcast from one of the better Buffalo hotels. Mr. Sherwin believes this will start the black line on the profit chart moving in an upward direction again.

TV for Contented Customers

Dan Tucker believes in keeping up with the times. When he opened a synthetic plant he named it Video Cleaners and installed a television set, as shown in our cover picture.

Probably this was the first drycleaning plant to offer TV as an extra added attraction. Mr. Tucker installed the 20-inch set in his plant in Jackson Heights, New York City, over a year ago, and considers the investment has been a good business builder.

Many customers almost automatically watch the television while waiting to be served. This passes the time quickly, especially if the counter clerk is busy. And as a long-range business builder, the idea helps create goodwill.

As many as 60 people have watched programs on the Video Cleaners set, especially sport attractions, such as the baseball world series. While a number of the viewers are not customers and possibly create a traffic problem at times, Mr. Tucker thinks a high percentage of them will eventually develop a habit of bringing orders to the hospitable atmosphere.

People in the area have become somewhat possessive about the place. "Public opinion" compelled the plantowner to buy venetian blinds for the store window. It seems too much daylight was interfering with the television reception!

Moving Sign in Taxis

TYPE OF SIGN used in Buffalo cabs by Larry Ross Dry Cleaning

Bill Clark, owner of Larry Ross Dry Cleaning Co., Buffalo, N. Y., is using the closest thing to portable television to advertise his plant, with reportedly great success.

A form of moving sign, this advertising display is used in 135 Buffalo taxis. They are placed in full view of passengers in the rear of the cabs. As illustrated on this page, the sign is enclosed in a case about 14 inches long, $2\frac{1}{2}$ inches deep and 3 inches wide. The neon letters, by a combination of electrical and chemical means, move across a screen.

Mr. Clark shares the signs with two other establishments, a night club and a restaurant. The cleaner's ad, including name and address of the plant, is seen by the passenger every 30 seconds. Cost of the advertising is $1.20 a month for each cab.

STA★NU PUTS LIFE IN YOUR BUSINESS!

UNIQUE CAMPAIGN BUILDS EXTRA PROFITS FOR STA★NU DRYCLEANERS (OVER 1400 LICENSED!)

Cartoons like this are appearing twice a month in Life Magazine. *They tell your prospects:*

"SEND YOUR CLOTHES TO THE DRYCLEANER WHO USES STA★NU"

Remember? Last month we reported over 1300 drycleaners had been licensed by Sta★Nu. Now it's over *1400* —and more and more are coming in every day.

Reason: public's ever increasing demand for Sta★Nu finishing. A demand created by the largest national ad campaign in the history of the drycleaning industry. A good example is the present cartoon series in LIFE. Attention-getting ads that tell your prospects how Sta★Nu restores life-giving textile oils to fabrics —makes clothes look and feel like new again.

If there isn't a licensed Sta★Nu drycleaner in your area, drop us a line. We'll give you the full, money-making details.

Stā★Nu
FINISHING PROCESS

STA★NU CORPORATION
Dept. N-7
110 South Dearborn Street
Chicago 3, Illinois

When writing to advertisers please mention The NATIONAL CLEANER & DYER

ANSWERS

TO QUESTIONS ON DRY CLEANING ... THAT MAY SOLVE A PROBLEM FOR YOU

The questions on this page are typical of those asked by cleaners in their letters to the Du Pont Dry Cleaning Service. The answers are printed here for your information as a possible service to you in your operations.

For assistance on your specific problems, write directly to: Du Pont Dry Cleaning Service, Electrochemicals Dept., E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.

Q. I have found that steam-sweeping works very well in removing perchlorethylene from still residues before draining. Can it be used during the entire distillation, or only on still residues?

A. You can use a little steam over the surface of the bath during the entire distillation, but this should not be necessary if your still is properly designed and kept in good operating condition. The rate of distillation will, of course, be increased, but this is not desirable unless your condensing surface can handle the additional load and your water separator can take care of the condensed moisture.

Q. Some of my friends operate machines using 4% charged soap systems. Their only complaint is that they throw away a large volume of still residues containing a high percentage of "Perclene," as based on your chart in *MODERN DRY CLEANER* (Vol. 17-No. 2). Will steam-sweeping help in recovering "Perclene" from such still residues?

A. Steam-sweeping will operate satisfactorily, unless the residues contain so much soap or soluble soil that heat applied through the steam coils causes foaming of the bath. If there is foaming, try reducing the steam pressure on the coils from the usual 50-60 lbs. to 30-35 lbs.

Q. I would like to use steam-sweeping in my perchlorethylene still, but your article in *MODERN DRY CLEANER* (Vol. 16-No. 3) doesn't tell how to install the equipment. Can you give me additional information?

A. Several manufacturers have designed a simple layout to install in their still assembly. Also, there are several independent operators who offer the necessary equipment at a reasonable price, with complete instructions for installing and operating. If you must do the work yourself, however, you should send for a copy of our CHLORINE PRODUCTS BULLETIN S 8-553—which gives full details. (Note: We do not supply any of the required parts.)

Q. The chief difficulty in using strong soap solutions seems to be that foaming takes place in the still when the solvent is finally distilled. Prior to this new method of using soap, stills didn't foam very much. What is the relationship between soap and foaming?

A. In any distillation, bubbles of vapor form in the boiling solvent bath. As these bubbles rise to the surface, they break and release the vapor. If, however, they fail to break, foam forms which may rise quickly through the vapor space and boil over. (Probably some soaps are less likely than others to cause vigorous foaming, but we have no information on individual soap characteristics.)

Since most stills are small, for purposes of economy and convenience, the vapor-release area may also be rather small. Foaming action in small cross-section stills, for example, is usually more troublesome than in larger sizes. Various gadgets and operating methods have been employed to make the small stills operate satisfactorily, but perhaps the most useful and economical procedure is to reduce pressure of the steam on the heating coil and to use steam-sweeping for speeding distillation. Another suggestion that may be helpful: insulate the still (and the pipe to the condenser, if separate), so that the maximum amount of heat is used for distilling solvent.

Q. In one of your recent "ANSWERS TO QUESTIONS ON DRY CLEANING" you suggest using "¾ lbs. (6-8 qts.) inactive precoater powder per 1000 gal./hr. filter capacity." I feel sure that a pound of precoater measures about 2 qts. Who is right?

A. You are. We failed to catch a typographical error. The quantities should read: "3 *or* 4 lbs. (6-8 qts.)." Thanks to the several dry cleaners who called our attention to this error.

★ ★ ★

HELPFUL INFORMATION is contained in Du Pont's "MODERN DRY CLEANER." To receive this valuable publication regularly, write to: E. I. du Pont de Nemours & Co. (Inc.), Electrochemicals Dept., Dry Cleaning Service, Wilmington 98, Del.

DU PONT

"PERCLENE"

PERCHLORETHYLENE CLEANING FLUID

DU PONT

Better Things for Better Living
. . . *through Chemistry*

When writing to advertisers please mention The NATIONAL CLEANER & DYER

the *HOTTEST* cleaning unit in the field...*BAR NONE!*

VIC'S ROCKET PER

WITH FULLY AUTOMATIC

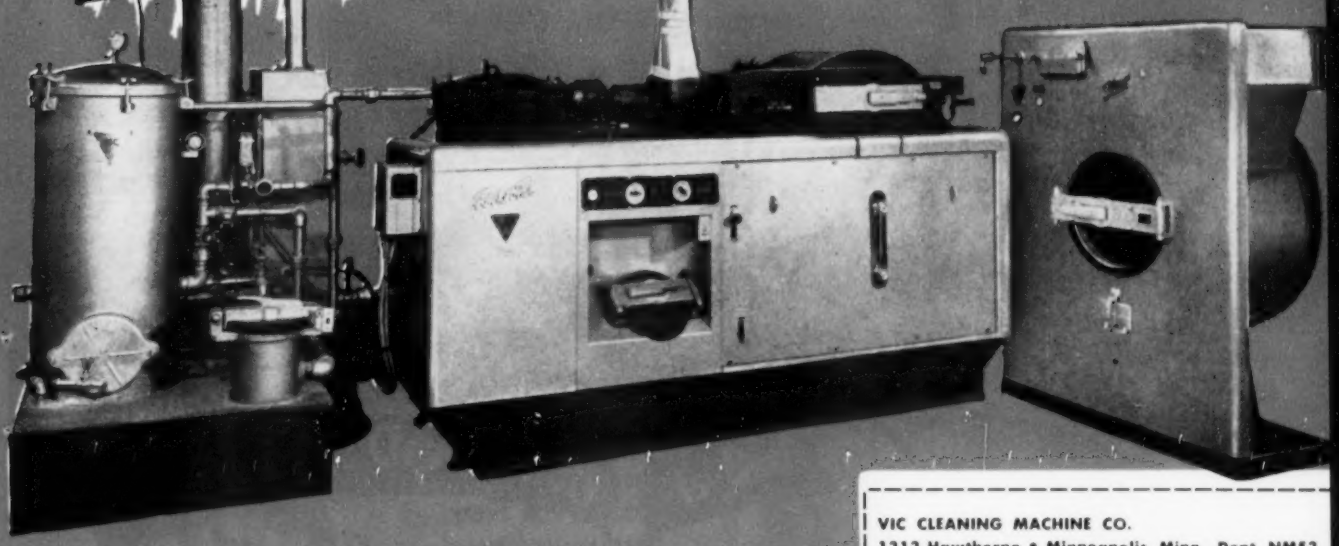
STRONG SOAP RINSE

TRUE FIGURES AND FACTS FROM OPERATORS NOW USING VIC'S MODEL 45 SR

Actual Figures (Based on 3000 lbs. Dry Cleaning)

- Wet Cleaning—1 piece
- Re Runs—15 pieces
- Pre Spot—29 pieces
- Pass ups—75% and over
- Soap Cost—10¢ per 40# load
- Labor Cost—1 man handles 3000# in less than 40 hours cleaning, wet cleaning and all spotting.
- Quality—Texture, Cleanliness, Brightness—Superior to any process yet devised.

MODEL 45 SR



for more information and details cut coupon out and paste on back side of Government Postal Card.

WORLD'S LARGEST LINE OF SYNTHETIC EQUIPMENT
EASY MONTHLY INSTALLMENTS

EXPERIENCED SINCE 1912

VIC CLEANING MACHINE CO.

MINNEAPOLIS 3, MINN.

Sales and Service at all Principal Cities of the United States

VIC CLEANING MACHINE CO.
1313 Hawthorne • Minneapolis, Minn., Dept. NM53

Gentlemen:

Please send further information on your Model 45SR. I would also like to see your salesman on or about

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Name _____

Address _____

City _____ Zone ____ State _____

YOU'LL DISCOVER

There Is A Difference In Charge Soaps

CALED'S NEW

CAL'S CHARGE

THE SOAP DESIGNED for BETTER CLEANING

You are entitled to a charge soap that provides the MAXIMUM in efficiency and results. Cal's Charge, designed and compounded especially for charge systems, measures up, in every respect, to Caled's exacting standards.

Usable in all solvents and all systems, Cal's Charge delivers the problem-free efficiency that assures better cleaning at less cost. It's the soap that gets the results that other soaps have claimed and failed to produce — the soap that does all that a charge soap is supposed to do.

THERE IS A CALED PRODUCT FOR EVERY DRYCLEANING NEED

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CHOOSE

The Quality Product

of exacting laboratory research . . . plant test, field test . . . and "matching" against other so-called charge soaps . . . against "gadget" developments to try to make these soaps work.

USE

The Soap That Challenges

all competition . . . that stands unsurpassed for less wet cleans and less spotting . . . less classification troubles . . . the soap that gives you just plain wonderful cleaning.

ENTHUSE

The Trouble-Free Charge Soap

No soap stains . . . No "do-overs" . . . Whites really white . . . colors new . . . no oily feel . . . no harshness. Enthusiastically received . . . recommended . . . praised again and again by cleaners who demand a quality that gives quality results . . . unexcelled work.

CAL'S CHARGE

Cal's Charge Clean-Ability is Built into the Soap!

CALED PRODUCTS CO., INC.
BRENTWOOD, MARYLAND

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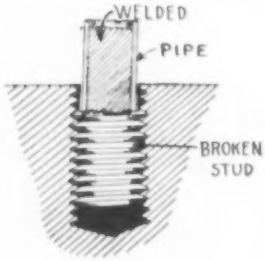
GADGETS and GIMMICKS

Soap Saver

The strong-soap idea is being applied to the wet-cleaning scrub table at Sanitary Cleaners in Maumee, Ohio. Dirty garments are being brushed down with a heavy soap solution, which is drained into a bucket and used over several times before being discarded.

The drain is made of 4-inch gutter piping connected to one leg of an inverted Y-joint. The other leg opens into the bucket and the stem is connected to the drain. A butterfly valve has been set into the piping to divert soapy water into the open leg or rinse water down the pipe to the sewer.

To Remove Broken Stud



If you are equipped with a welding outfit, here is a kink you can use for removing an "un-get-atable" broken stud.

Get a short piece of pipe that will fit loosely into the opening, as indicated in the sketch. The welding outfit is then used to fill the pipe with enough molten metal so that the pipe will be firmly welded to the stud. The pipe prevents the molten metal from becoming welded to the threads.

Then, when firmly welded, the stud is readily removed by means of a pipe wrench applied to the pipe stub. The removal process is also aided by the heating of the stud, which expands and thus helps loosen the threads so that it can more easily be removed.

Quick Service

A drawback to giving quick service in a quality plant is that sometimes a garment requires more time for a good job to be done on it. Frequently the management wants to make sure this is pointed out to the customer. Not always can it be sure the store girl or the driver makes this clear, especially in the stores where the garments are usually taken in and handed out during the rush periods.

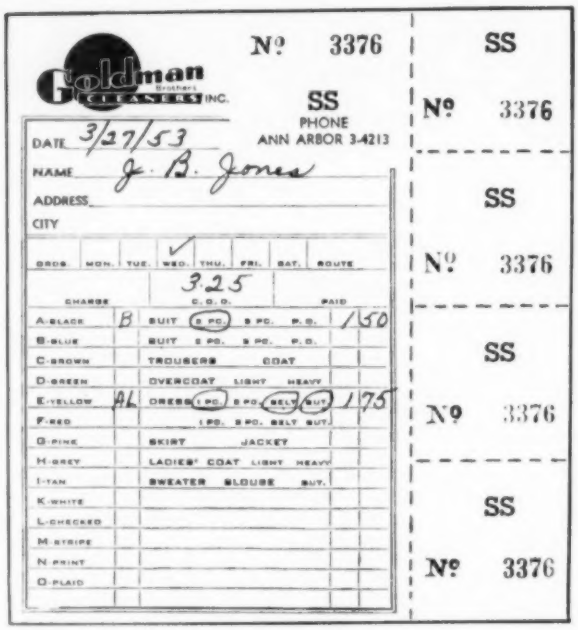
Therefore, on garments that normally wouldn't go out without further processing, Goldman Bros. of Ann Arbor, Michigan, pins the following message:

"It is our policy to have customers' garments ready when promised . . . sometimes, however, it develops that we are unable to give satisfactory workmanship *in the time allotted*.

"We think that, given more time, we can improve the appearance of this garment.

"If you will return this garment *before wearing*, we will, without further cost to you, be glad to try to improve the appearance."

Less Writing



Illustrated is another example of the growing popularity of invoices that substitute checkmarks and codes for much of the writing usually necessary. After the store girls and assemblers learn the codes they can fill out invoices more rapidly and, what is more important, much more legibly. Poor handwriting is much less of a handicap, so long as care is taken in writing the name.

This is the third copy, made of "wet-strength" paper, with marking tags attached. The invoice itself can be used as a tag, if desired. It is also the customer's copy. The original and the first copy are both carboned on the back to cut down the layers to be marked through.

Notice that the color code can be used in combinations, such as AL for a black check, DO for a green plaid, or FN for a red print. Orange and purple are rare enough to be eliminated to keep down the size of the invoice. To identify a purple dress, the girl can write "purp" in the space below the garments, and put an "X" before the dress listing.

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IT'S IN THE BAG

...AND OUTSIDE, TOO!

THE EXCLUSIVE FEATURES OF Adjusta-Form

ASSURANCE OF FINEST OF FINISHING AT TOP SPEED PRODUCTION!

EASIER TO LOAD

Just try it yourself. Hang the garment over the form, overlap the front edges (no buttoning or cloth sleeves to insert) and close the clamp board. That's all there is to it.

MORE SIZE ADJUSTMENTS

Nothing varies in size more than clothing, especially among women's garments. The patented controls of the Adjusta-Form quickly adjust the bag to any combination of four variables - hips, waist, bust and height. The abundance of steam and air automatically sizes the other two variables of the garment - shoulders and sleeves.

ENGINEERED AND MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.

450-E NORTH SENECA • WICHITA, KANSAS

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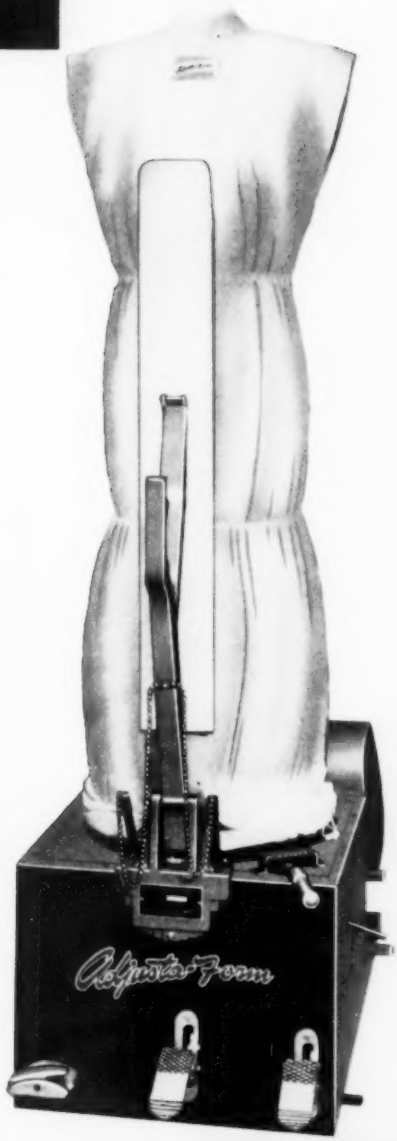

NO CLOTH ARMS TO INSERT

Cloth sleevers are bulky to handle and no single cloth sleever can possibly meet all the requirements as to size and shape. The Adjusta-Form method of inflating the sleeves with an abundance of steam and air, assures better rolled sleeves.

UNIQUE PATENTED BAFFLE ARRANGEMENT OF STEAM

Another exclusive feature of the Adjusta-Form. The instant the steam pedal is pressed, the Adjusta-Form is filled with soft, moist steam. Adequate and even steaming increases quality and production. The Adjusta-Form is safe for synthetic fabrics with low fusing qualities.

SIZE CONTROLS OUTSIDE of GARMENT

With the patented controls, located outside the garment, all controls are always accessible — never covered by the garment.

Quality PLUS

With easy size control, faster steaming and finer rolled sleeves, the Adjusta-Form produces more quality garments per operator hour than any other steam air finisher.

MORE *Adjusta-Forms* ARE IN OPERATION THAN ALL OTHER STEAM-AIR FINISHERS COMBINED!

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NO RINSE
NO SHRINKAGE
NO WRINKLES
NO WATER
CARRYOVER

With
Non-Ionic

REE-TONE

Formerly Called **REE-TEX**

FOR THE STRONG SOAP OR CHARGED SYSTEM OF CLEANING

Designed for Satisfaction to Your Customers

REE-TONE is Equally Adaptable in the "Batch System" of Adding Detergent to Each Load.
REE-TONE is Light in Color, Barely Tints Solvent and Just a Look Tells You When the Solvent Has Picked Up Dye or Other Impurities and It is Necessary to Distill or Treat the Solvent with Darco, Magnesol, D. C. Filtrol or other purifying powder.

REE-TONE works with ANY filter powder.
REE-TONE does not affect filter pressure.
REE-TONE does not affect proper functioning of a vacuum still.
REE-TONE works the same with petroleum or chlorinated solvents.
REE-TONE makes a long dilution emulsion for adding water and no separate product is necessary.
REE-TONE is non-rancid and cannot leave an objectionable odor.
REE-TONE which is left in garments improves the body, feel, finish and color of fabrics to an extraordinary degree.

Write for the REE-TONE Folder

which supplies further information and simple instructions for using REE-TONE.

Oldest Exclusive Manufacturer of Dry Cleaning Chemical Products in the United States.

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$4860 COMPLETE

F. O. B. MANITOWOC

Boccuti & Cora of Canton, Ohio, known for their high quality cleaning and fast service, give major credit to their Manitowoc Unit when they say:

"The best for 1 hour cleaning service. You can clean and press a man's suit for him in 20 minutes while he waits. One thing about the Manitowoc, you can distill while cleaning, filter while cleaning and back-wash while cleaning. You don't have to shut the unit down to do one or the other. I've sold another fellow on a Manitowoc and he also thinks it's tops."

All over the nation, dry cleaners are switching over to Manitowoc. Dual drum design gives you more capacity, better cleaning, longer perc mileage, lower net cost per pound. You'll do better with a Manitowoc too. May we send you complete details?

Now Available, **the NEW MANITOWOC SSS (TWO BATH) PERCHLOR UNIT. Write for details . . .**

Manitowoc Synthetic

PERCHLOR DRY CLEANING UNIT

MANITOWOC ENGINEERING CORP.
512 - 16th Street,
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EDITORIALS

Tricks of the Trade

"One trouble today is that so many people try to learn the tricks of the trade, instead of learning the trade." That quote has haunted us for many days, though we can't remember for the life of us where we heard or read it. Then a few statistics crossed our desk that pointed it up.

These figures come from a survey of retail businessmen by *Retail Ledger*. Even though they don't represent the drycleaning industry specifically, and even though they may be wide of the true picture in this industry by as much as 50 percent, they still give a thought-provoking picture.

Research in the retail field shows that out of each 100 new customers 15 are lost the first year, 13 the second year, 11 the third year, and so on. At the end of 10 years only 19 of the original 100 customers are left. Thus the loss averages out to a shade over 8 customers per 100 lost each year.

If a businessman's volume and total number of customers remained the same from year to year, then his total advertising and sales promotion program was devoted to replacing the 8 percent of customers lost. It could well be more profitable to spend some of the money to hold customers. Once the supply of potential customers in the logical market of a business has been exhausted, then costlier means of drawing from outside markets must be resorted to.

Retail Ledger's list of reasons why customers quit stresses the neglect in holding customers that actually amounts to driving them away. Fifteen of each 100 customers either died, moved away, were sold on someone else, or shifted because of lower prices. Sixty-six customers out of 100 quit because of discourteous or indifferent treatment, poor service or quality, or because grievances were not adjusted.

Thus, two out of three new customers will quit dealing with a businessman, within 10 years, due to circumstances entirely under that businessman's control.

Maybe too many drycleaners have been trying to get by with the "tricks of the trade," instead of learning the trade. And the trade of drycleaning today, incidentally, includes not only getting soil out of clothes, but efficient production management and effective personnel and public relations.

Two kindred "tricks," for instance, have been the tendency to holler "unserviceable" when a garment requires more than a nickel's worth of labor, and the overdeveloped technique of putting "alibi tickets" on 20 percent of the garments going out of a plant (which is not so unusual a percentage as one might think; have you checked *your* inspector on that lately?). We don't decry the *use* of these two tricks, only the *abuse*.

We also hail with enthusiasm the increasing beauty and smartness of the packaging used by drycleaners. But we regret an inclination towards hoping snazzy packaging will disguise or draw attention away from an awful quality of cleaning. Like the man said, "You can fool all of the people some of the time, but you can't fool all of the people all of the time."

The advent of the charged system and the two-bath strong soap system points up the inertia that causes so many drycleaners to try to get by with sloppy cleaning. For years cleaners have been told to measure detergents, moisture and filter aids carefully and to maintain their equipment scrupulously. Their excuse for not doing so was that they couldn't make cleaning room workers follow instructions. This despite the fact that one firm was able to get the users of *its* product to "go by the book" for the better part of two decades, with considerable success.

While the charged and two-bath systems are providing spectacular results in all parts of the country, it is our candid opinion that *part* of the improvement lies in the fact that the soap companies have finally succeeded in getting cleaners to "follow the book"—using exact measurements, running exact load weights for exact periods of time, keeping up their equipment. In other words, drycleaners are leaning less on the tricks and more on the fundamentals of good drycleaning practice.

One last comment about these "tricks of the trade." When the drycleaner depends on tricks, so do his employees. He sets them an example of using short cuts and cover-ups. Especially, he undermines any confidence they may have in his drycleaning and his service. The salespeople have no enthusiasm or self-respect in their dealings with customers, because they never know when a customer is going to prove the company a fraud, with the implication that the salesperson is a fraud, also.

Tricks may fool the customers some of the time, but they don't fool the employees.

How Fur Can We Go?

Quoted recently in *Woman's Wear Daily*, Harold Friedman of Reliable Machine Works gave a picture of complete reversal in the fur servicing and storage field in recent years. Drycleaners and laundries have taken over to an extent not appreciated even by the members of these two industries.

For instance, just prior to the war drycleaners and laundries were buying 20 percent of the fur storage equipment, and 10 percent of the fur cleaning and finishing equipment being sold. They now purchase 60 percent of the storage equipment, and about 50 percent of the cleaning aad finishing units. The ratio between drycleaners' purchases and laundry buying is reported to be three to one in favor of the cleaners.

The two principal reasons for the success of these two groups as compared to the fur retailers, manufacturers, exclusive fur servicers and department stores are believed to be much more aggressive sales promotion, and much more frequent contact with the customers.

BISHOP'S FASTEST HANDLING METHOD

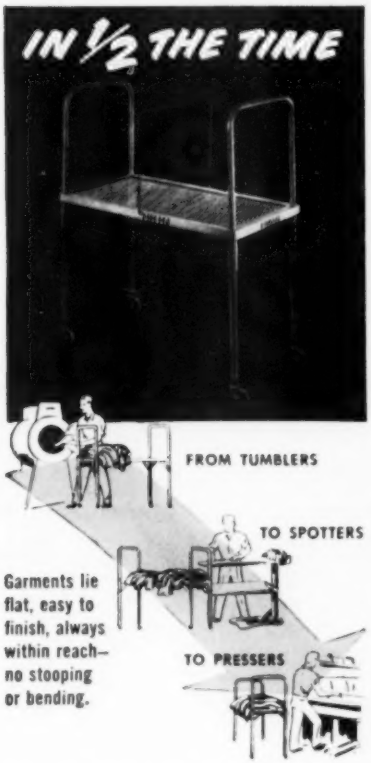
CUTS COSTS IN HALF!

Makes every operation more efficient... more profitable

BISHOP CLOTHES CARTS

PATENTED

Speed unfinished garments from marker to cleaner, from tumbler to spotter to pressers, up to 50% faster. Eliminate space-wasting tables and bulky unwieldy baskets. Employees work directly from these carts without stooping or bending...turn out more pieces per hour with less fatigue, because garments are not wrinkled from be-



ing crumpled in a basket; instead, they lie flat on the cart for easier, faster finishing. These fireproof, all-steel carts roll smoothly, effortlessly; turn in their own length. For best results, use in multiples (smallest plants need minimum of 3; larger plants use proportionately more).

SPECIFICATIONS: Capacity 150-200 lbs. (2 to 3 open-end tumbler loads). Height 45" at ends; 18" wide, 38" long. Platform height adjusts from 23" to 35". Four 3" Neoprene swivel wheels. Ship. wt. each, 50 lbs. Model B2-100, F. O. B. Chicago:

Only **$29.50** *each in lots of 6 or more*
$31.95 *each in lots of 3 to 5*
$33.75 *each in lots of 1 or 2*

BISHOP *Self-Assembling* SORTING REEL

PATENTED

Perfect sorting method for every plant, regardless of size. Fits any system. Bishop reels replace old-fashioned straight racks for assembly. As finished garments reach assembly department, operator sorts into numbered slots corresponding to last two invoice or tag numbers. All parts of order thus automatically come together, are sent as a unit to the bagger. Operator stands in one spot to handle one reel or more...

Number changer on reel rim lets numbers read 01 to 51, or 51 to 00, or 01-51 to 50-00 as required.

assembly slots come to her. Reel turns at a flick of the finger, at exact speed desired. Cuts assembly space in half...saves 25 miles of walking per assembler per day. No tiresome, costly carrying of heavy garments ...no crushing of finished work...no loss and "burying" of garments. No installation or maintenance cost. Can't tip or sag; may be moved easily when desired.

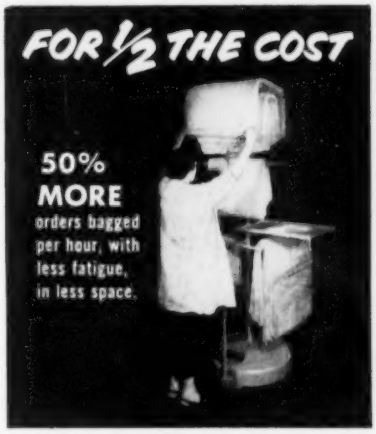
SPECIFICATIONS: Diameter (empty) 50"; (loaded) 6 ft. Floor space (loaded) 6 x 6 ft. Capacity 350 dresses or 200 suits, in 50 slots, each with belt and tie holder. Height adjusts from 62 to 80 in. All-steel. Tapered roller bearings in hub. Ship. wt. 170 lbs. No. B12-50, F. O. B. Chicago: $111.00

Invoice Clips, set of 50.....$9.50

BISHOP BAG-O-TEER

PATENT PENDING

One compact, complete unit gives you every aid to fast, efficient bagging right at the operator's fingertips; an improved, tighter-gripping and faster-acting bagging rod assembly (exclusive on the Bag-O-Teer) ...overhead racks hold several hours' supply of 3 sizes of bags in proper position to be drawn instantly over garments...sturdy invoice desk holds papers, pen, stapler, etc. ...racks underneath for reserve bag storage...all on heavy non-tilt base. Your op-

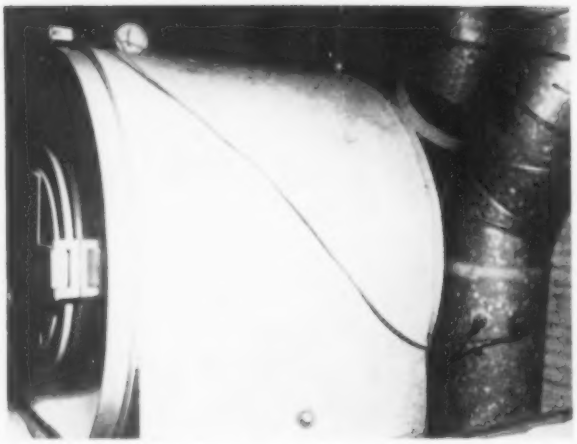


erator bags more garments faster, in less space, with no walking, no reaching, no lifting. Eliminates slow, tiring motion of pushing bag up on a suspended rod; keeps bags clean, uncrumpled, untorn. Set unit wherever desired; moves easily to new location if required.

SPECIFICATIONS: Over-all height 81"; writing surface of desk 41" high; desk area 24" x 13½". Bagging rod extends to 73" high. Heavy steel base 24" diameter. Floor space 36" x 39". Ship. wt. (knocked down) 114 lbs. No. B30-2, F. O. B. Chicago: $84.75

Order Now FROM YOUR SUPPLIER HE IS OUR DISTRIBUTOR

G. H. BISHOP CO., CHICAGO, MANUFACTURERS SINCE 1893



THREE-EIGHTHS INCH of insulation permits you to hold your hand on this tumbler

BASEMENT UNDER THIS double store plus single store adjacent contains production equipment. Arrow shows one cooled-air intake from roof

Keeping the basement

10 Degrees Cooler in Summer

increases working area by 150 percent

by WILLIAM R. PALMER

WHEN A GROWING DRYCLEANING PLANT can't spread any further sideways it usually goes up. However, in Des Plaines, Illinois, going down solved the problem for John F. Burchard of the Service Cleaners. He was able to utilize not only his own full basement but also the basement of an adjacent beauty shop, for which that tenant had no use and was glad to make a rental adjustment. Thus Mr. Burchard was able to increase his practical working area from about 1,500 square feet to well over 3,500 square feet.

The problem, of course, was making this basement fit for humans to work in. It contains every bit of productive equipment, including tumblers, presses, finishing equipment, still and even the boiler. Yet two of the three "bays" in the basement have a temperature 10 or more degrees lower than outside temperature on a hot summer day.

Movement of air and insulation were the answer. Most of the heat-producing equipment is concentrated in the central bay. This includes two of the three 140° F washer-extractor-tumbler units, an extra tumbler, a windwhip and the still (the latter being run outside of hours in hot weather). Air is swept from the other two bays through this central bay and out through the boiler room, thus moving the hottest air out by the shortest route away from the workers.

Practically every heat-producing item in the plant has been insulated as fully as is practical. The heat radiation is thus cut to the point where you can lay your hand on the insulation and hold it there indefinitely. The only large heated surfaces not insulated are the still, the tumbler stacking and the tumbler doors. (We understand 60 percent of the heat loss on doors and stack could be stopped by use of insulating material in comparatively thin sheet form.—Ed.)

Cool air is provided by a couple of water-cooling towers on the roof of the building. Air entering through these towers is forced down two air shafts directly to the basement. Here it disperses horizontally through louvered outlets.

While the volume of cool air moved through the basement is sufficient to keep it cool, if it were evenly distributed, several factors developed that made it necessary to install several fans. For instance, under the low ceiling in the basement, a slickrail behind the presses crowded with finished garments made a very effective screen. To move the air in the pocket thus formed an auxiliary air duct had to be set over the presses.

In another instance, the louvers from one of the air towers spread air in one end of a bay. However, it tended to stratify. The moving air pushed into a stream of air moving across the front of the bay, creating a miniature "cyclone" at the juncture, but leaving the hot dead air pocketed behind the cyclone and under the cold air stream. This pocket of dead air was increased by positioning the airshaft several feet from the back wall. The answer here was putting a "hurricane" type fan right at the back wall, which blows under the cold air current and stirs up the dead air pocket.

Most of the ventilating was set up by trial and error, within the physical limitations of the building.

COOLED-AIR DUCT to basement at right just inside door. Street floor fully taken up with marking, assembly, repairs, call-office storage

LOUVERS THROW AIR into room over head of silk finisher. Suction from fast-moving current creates gentle "cyclone," cooling without chilling

The final result is highly successful. In the process Mr. Burchard learned or confirmed several points about ventilating that are helpful for a cleaner to remember:

1. Moving air feels cooler to the human body than standing air that is actually lower in temperature than the moving air.

2. All the air in a room should move in the same direction. It can be practical to have an air stream circle a room, but to have two air streams buck each other, even at oblique angles, is likely to set up small cyclones with dead air pockets behind them.

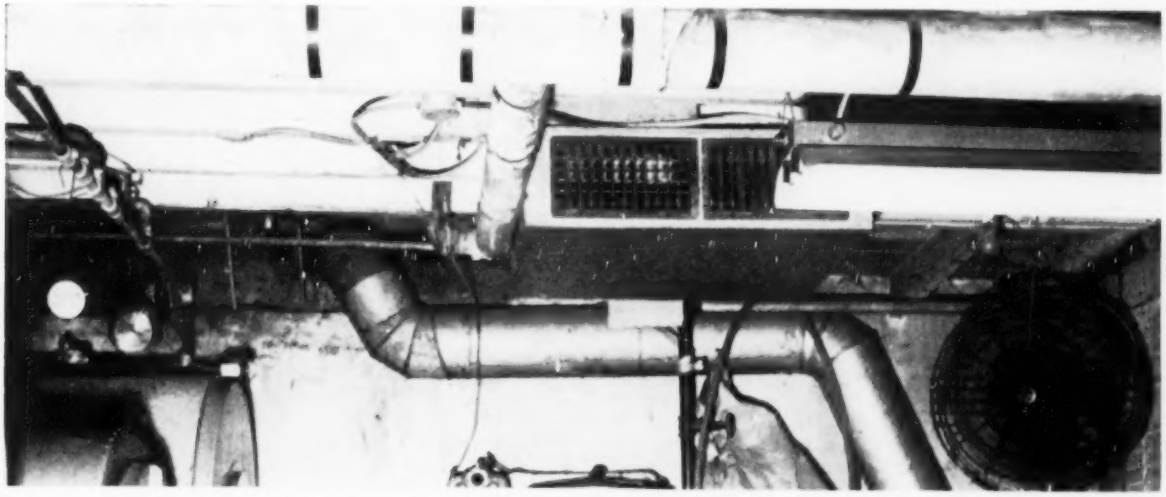
3. Small air streams moving rapidly cause more discomfort than relief. If possible the goal should be to move all the air in the room in a "gentle breeze."

4. Production equipment *and* ventilating equipment should be laid out so that heat from the production equipment is drawn or forced away from the operators, but not on to some other employees.

5. A room can be less uncomfortable with all equipment fully insulated than with a third as much heat-producing equipment that has not been insulated.

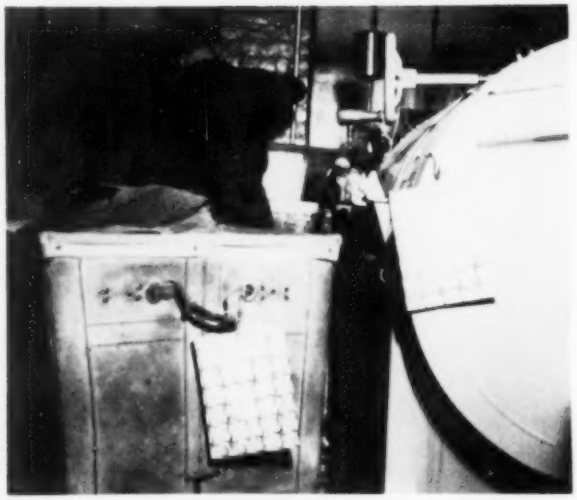
6. Quality improves, production stays up, and "summer absenteeism" disappears under comfortable working conditions. # #

EXTRA AIR DUCT had to be placed over presses because garments on slickrack screened off the general room ventilation



DEAD AIR POCKET under and behind this louver was broken up by placing "hurricane" fan in back corner

METAL POCKETS for invoices are hung on hampers while being loaded by markers. (Hamper shown last of day, mixed lot of silks and wools)



ENVELOPES FOR INVOICES follow garments closely, hanging on hamper or machine containing the "lot" they represent

Cuts Assembly Labor Cost

by keeping invoices with lot, assembling after tumbling, using two-copy invoices

by WILLIAM R. PALMER

TWO FEATURES ARE RESPONSIBLE for a good saving in productive labor costs at the Jackson Cleaners and Dyers in London, Ontario. First, owner Milton Jackson revised and streamlined the finishing-room layout, incorporating the through-the-unit, single-operator principle in most instances. Secondly, he adapted the assembly method of keeping invoices and garments together, a system which has rather wide acceptance in Ontario.

This report is about Mr. Jackson's assembly method. It's based on the theory that the easiest way to keep things from getting lost—is to keep them together as much as possible. Tracking down stragglers and misplaced garments was one of the greatest wasters of labor under the previous operation in this plant.

The invoice consists of a white original and a pink copy. The invoice is filled out, including pricing, and the garments are marked. Then both copies of the invoice, still attached, are dropped into a metal "pocket" hanging over the rim of the proper hamper. As the illustrations show, these pockets can be moved from hamper to hamper.

Each hamper is a washer load. It is also a lot in the sense that all the garments in a hamper keep together throughout the cleaning process. Garments are classified into four kinds of lots or loads: soft wools, hard wools, silks and household.

When the hamper is full, the invoices are removed from the metal pocket and put in an envelope. The envelope is closed with a safety pin, which serves both to keep invoices in and to provide a loop by which to hang the envelope. The envelope is preferably "loud" in color so that it does not become misplaced and can be quickly located.

This envelope is hung from the hamper handle. When the load goes into the washer, then the extractor, the envelope is hung on the machine during the operation. If the clothes wait in a drain buggy or hamper between loads, the envelope hangs with them.

Finally, when the clothes are in the tumbler, the tumbler operator takes the invoices out of the envelope. On a slickrail in front of the tumblers he has already placed a number of assembly rigs bearing clips for invoices. He now inserts an invoice in each of these clips.

Next the operator takes the garments from the tumbler (or from a hamper if he had to clear the tumbler for the next load). Trousers are hung on hooks on the assembly rigs, while all other items go on wire hangers. Since there are usually no more than 18 or 20 different rigs to the hamperful, hanging the individual pieces in the proper rig is quick and simple.

Believing tumbled garments should be hung, Mr. Jackson feels that the hanging can be made purposeful. By assembling in the tumbler department he saves an extra hanging in assembly after inspection.

At this point the lot ceases to be important but the

We put Sanitone's Cotton Clinic Promotion to Work

...and Increased Our July Volume 37% Over Last Year!

says Tollef Everson, Sanitone Dry Cleaner of Keep-U-Neat Cleaners, Liberal, Kansas.

"We never have had such a summer . . . or such terrific customer acceptance, thanks to Sanitone's amazing results on cottons."

Mr. Everson attributes this fine gain to a carefully planned advertising campaign, plus an amazing customer acceptance of Sanitone SS, Style-Set. In fact as he put it, "the women of Liberal not only commented on the fine job done, but what is more important, came back again and again with repeat business to make our overall gain for the three summer months...21%."

In addition to the help provided by national advertising, Mr. Everson received a complete kit of material for his local campaign. That is just one of the many advantages of the complete Sanitone Program. For full particulars, write today!

Sanitone Dry Cleaning Service

Division of Emery Industries, Inc. **Cincinnati 2, Ohio**

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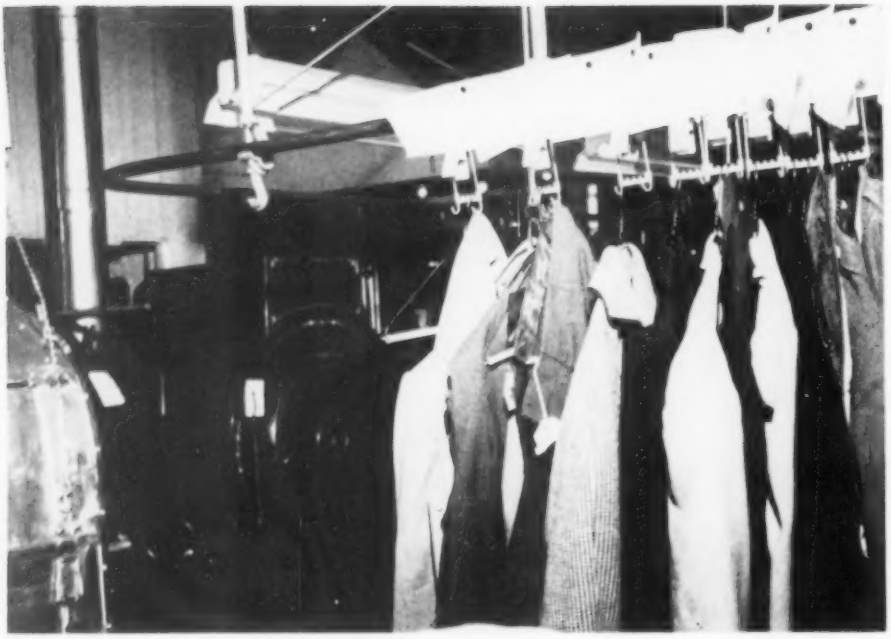


INVOICES ARE MATCHED to orders in the tumbler department by the tumbler operator

garments on each rig remain together. If any garment has to be recleaned, wetcleaned or repaired, the whole rig waits for the piece to catch up again. The rig is put on a special short rack, and the straggler is marked with a big tag. When these tagged garments come back to the tumbler operator or spotter, he takes them to the delayed-order rack and sends the rig on its way again. Meantime, the floor superintendent keeps his eye on that rack to see that it doesn't get too full.

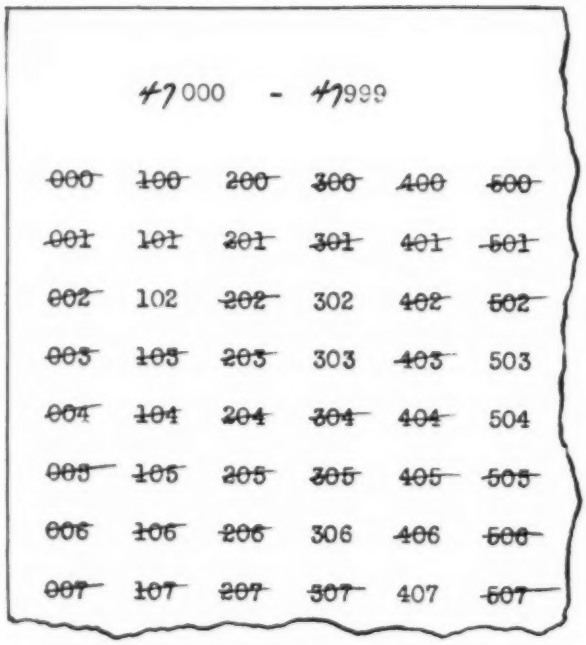
When the garments come to the inspector, they are already assembled; trousers and coats of a suit are together, and so on. When they pass inspection the white invoices are separated from the pink ones and dropped into a locked box. The garments are bagged and the pink invoices are stapled to the bags. As soon as the white invoices go into the box the orders are technically charged to the drivers.

They become actually charged to the routemen when the office girls remove the "whites" from the locked box and put them on clipboards. One clipboard is assigned to each route. When the driver comes in to cash up he pulls the white invoice and turns it in with the cash. It is then filed for future reference, if necessary.

The control on these invoices is a list made out by the markers when the garments originally came in. The invoices are serially numbered. The list has the last two digits of these same numbers preprinted in a column on the left. The marker fills in the whole number at the top, and then again whenever the first digits change (i.e., from 399 to 400, or 6699 to 6700).

The marker writes after the proper number the customer's name and the total charge on the invoice. These lists are then put in a binder in the office. These binders are kept in the safe for reference when needed.

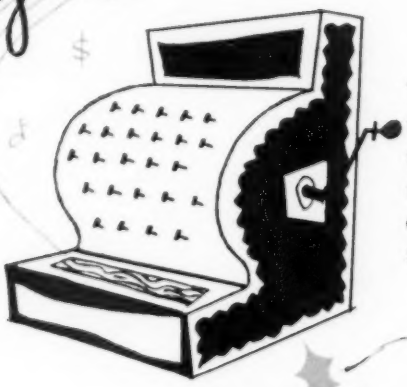
Meanwhile, Mr. Jackson has big charts with columns of three-digit figures running from 000 to 999. Here again one or two numbers set in front of the first number will establish the sequence for the whole chart. As the invoices are turned in by the routemen a clerk crosses off the invoice number on the proper chart.



TALLY CHARTS number 000 to 999 (only upper left corner shown here). Numbers are crossed off as the drivers turn in the invoices

Then as the chart gets nearly cleared the routemen have to start accounting for the slow deliveries represented by the unchecked invoice numbers on these charts.

The management of the Jackson plant is quite happy with the new setup. Production costs were getting dangerously out of hand. Together with the revised equipment layout, the new assembly and record system has cut out many overtime hours, reduced staff slightly, and practically eliminated garment losses. # #



There's no tune like the "jingle" of your cash register, we agree. And the way to make sure you'll be hearing those jingle bells long after the Holiday season is to use Lincoln Holiday Greeting Garment Bags . . . 6 new designs to choose from, in a variety of papers. Send coupon below for full information.

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UNIVERSAL JOINTS on roller-skate wheels provide easy movement and flexibility of layout, as Wally Edwards demonstrates by lifting segment from angle-iron channel. Superstructure at left guides sections around turns

Organizing for a Boom

Installing conveyor permits efficient expansion to upper floor

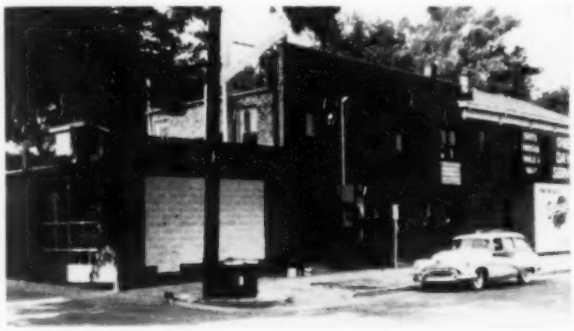
WITH A POPULATION of 36,000 the "sleepy" river town of Portsmouth, Ohio, expects an influx of 19,000 construction workers by October as the latest atomic plant starts going up nearby.

Portsmouth is already a boomtown, with homes tripling in price and real estate soaring to levels previously undreamed of in that area. Construction of the atomic plant is expected to take six or seven years and speculators are frantically trying to buy businesses at stiff prices to get in on the ground floor of the boom.

Edwards Quality Dry Cleaners is one of the 33 drycleaners involved in rugged competition who are now bracing themselves to cope with the boom. In bracing themselves, they have to bear in mind that when the construction period is over the population will tend to shrink with almost the same rapidity. Compared to the construction gangs, the actual operating staff at the atomic plant will be a mere handful.

Under such circumstances the most important safeguard is to be able to expand without incurring excessive capital expense that might have to be paid off during the recession period. Therefore Wallace E. Edwards decided to stay in the building which he presently owned. It was laid out for a single-floor operation, which is traditionally most efficient. But he went against tradition and deliberately revised his layout for two-floor-and-basement operation. By so doing he feels he will be able to handle peak volumes six times as great as that he was running when the Atomic Energy Commission lit the fuse in Portsmouth.

A very important part of the new layout, now running about two months, is the unusual type of conveyor. As may be seen from the picture of the exterior of Edward's plant, the building actually was in several sections. It originally housed a tavern but has since undergone several changes. Only the outer walls are of



THREE-SECTION BUILDING presented problems. Cinderblock patch behind pole shows where window was blocked in so cleaning unit could be installed

Equal parts Pyratex and solvent
for spotting on **dry** side

Equal parts Pyratex and water
for spotting on **wet** side

Make your own paint remover ...and save 50%

Pyratex is 100% active ingredient.
By using this one base
for preparing either a dry or wet spotter
you enjoy the lowest possible cost,
as well as the security that goes with
America's most popular formula.

BUY PYRATEX by the case and save

When you order from your jobber
in the original 4-gallon case, you take
full advantage of the saving made possible by our
mass production and distribution
in this standard package.
If you order less than a case you
automatically increase your jobber's cost of handling,
packaging, delivering and billing, at least
a portion of which he must pass on to you.
Save 35c on each gallon you use by ordering
in the standard 4-gallon case.

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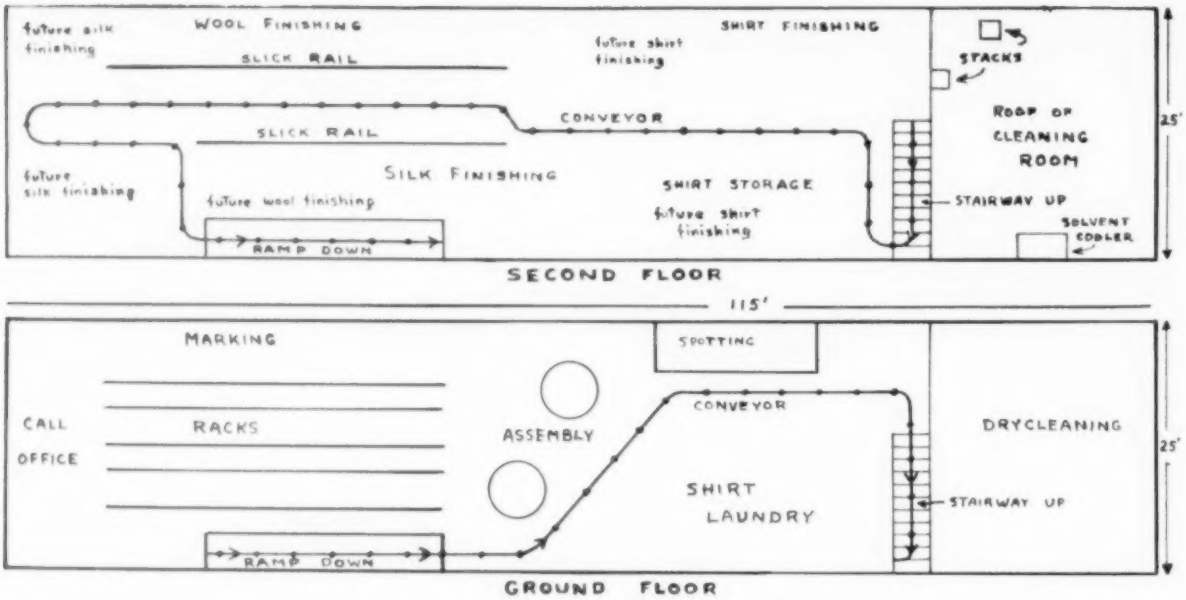


ADDITIONAL EQUIPMENT can be set in around present conveyor as shown even though the conveyor is easily moved or added to

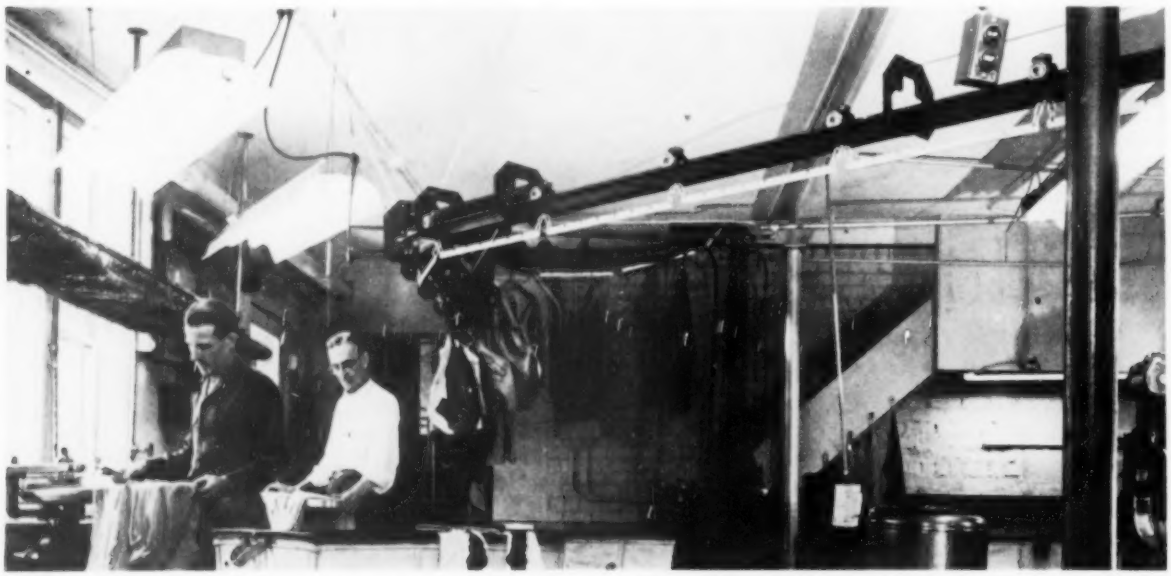
the original construction, while the main floor and the second floor are strongly braced all the way down to the foundation to support the heavy equipment being installed.

However, because of the old construction of the building and the need to place equipment where the supports were strongest, it was necessary for the conveyor to make many turns, both horizontally and vertically. We've counted at least ten 90-degree turns and a half dozen 45-degree turns.

This conveyor runs for 250 feet. It takes 16 minutes to make the complete circuit, which means garments travel at a rate of 15.6 feet per minute. The conveyor is an industrial type designed to carry fairly heavy loads and handles a net full of damp shirts or a heavy overcoat with ease.

Mr. Edwards reported that the entire conveyor assembly came in sections "like an Erector set," and he and his maintenance crew could have installed it themselves. He also stressed the flexibility of the conveyor. They had already found it advisable to shift a section of it a foot or two, and had no difficulty in making the shift. Mr. Edwards also pointed out that the direction of the conveyor movement could be reversed if the plant layout was ever so completely revised as to make it necessary.

The structure of the conveyor is not as massive as it appears from the photographs, since the flat plates and



STARTING POINT is spotting department at left and shirt laundry at right. Note controls upper right. Cleaning room at back. Conveyor goes up stairs against back wall

your steam needs fitting too!

Call on HOFFMAN for custom-fitted BOILER SERVICE

1. Analyzes your steam requirements exactly
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Avoid embarrassing over- or under-capacities in your plans for a new boiler. Let your Hoffman representative calculate your requirements—he's trained to know the steam needs of all your equipment. And he's prepared to help you select, for top efficiency and top economy, the one Hoffman Steamaster boiler just right for your plant. (Models from 3 to 150 H.P.) Call him today.

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the angle irons are made of lightweight steel, depending on their shapes for their strength.

A one-third horsepower motor is supposed to be enough to run the conveyor, but to have a margin of safety Mr. Edwards uses a three-quarter horsepower motor. It is installed on the ceiling of the ramp space where the conveyor returns to the main floor. Thus the ramp is free for human traffic, while the motor is completely out of the way.

Meanwhile, the rest of the plant is "readying up" with a 60 horsepower boiler replacing a 25 horsepower unit. The basement is being filled with water softener, water heater, compressors, a drycleaning soap tank, and a maintenance shop. One automatic washer-extractor is already installed and the floor studs set in concrete for the second one. Incidentally, fitting these two units into a 23-by-25-foot space was no mean feat in itself.

Competition is still going to be tough in that river town of Portsmouth. It had three cleaners in the same class at the National Institute of Drycleaning, because none of them wanted the others to get any breaks. So Wallace Edwards is a graduate of both the 77th general course and the 13th management course. And he's just one of the 33 drycleaners who're bracing themselves. # #

Above: "S" TURN at top of stairs shows framing for turns, and notched sections permitting conveyor to make 90-degree turns on arc of short radius

Left: TWO QUICK 45-DEGREE TURNS realign conveyor between shirt finishing department and wool finishing department

Below: DOWN RAMP into inspection and assembly department. Thence back to spotting section. Conveyor dips down to head height just to left of picture. Notches in bars hold hangers even when bar is at 45-degree angle

ONLY 27½" WIDE

Saves Floor Space...

the perfect dryer for

diaper — bachelor — family work
individual bundles

only the HUEBSCH TWIN offers all these features:

- Safety switch shuts off cylinders and fan when doors are opened.
- Only one motor—for easier, more economical maintenance.
- Equalizing baffle—for even drying in both cylinders.
- Low initial cost; low operating cost; ruggedly built for years of service.
- Exclusive cylindrical lint trap deposits lint in the lint drawer by simply giving the lint crank a twist—or a kick.
- Faster drying, and more efficient drying, in less floor space and for less money, easy to operate, easy to maintain.

Available in steam and gas heated models. Steam heated tumbler shown.

HUEBSCH *twin*

by the Inventor and World's Largest Manufacturer of Open-End Drying Tumblers

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If your customers' garments are being cleaned with outmoded cleaning equipment, you *are* being taken to the cleaners—*by the equipment itself!*

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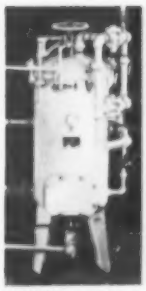

SEC-Olson Filter

Model AHR

SEC is available in many different models. The SEC-Olson Filter is made to be used in conjunction with SEC units or any other synthetic system as optional equipment.

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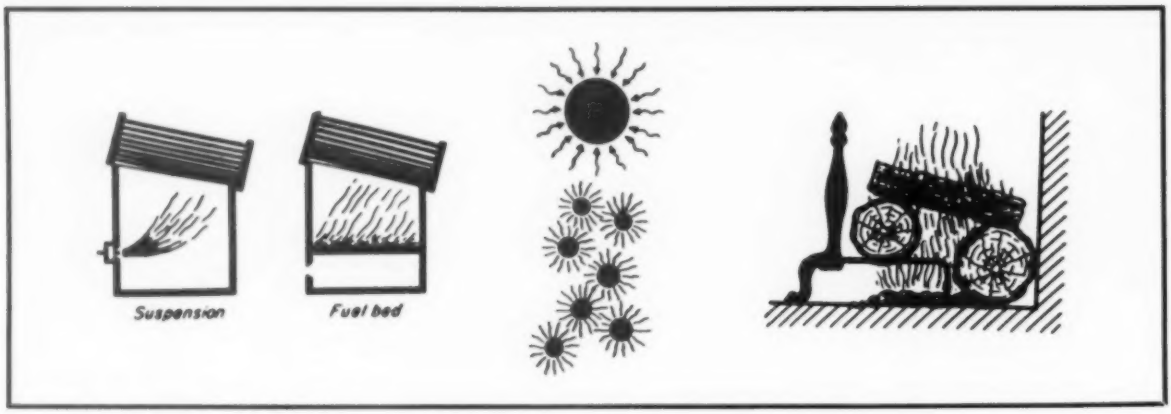

FIG. 1 (left). Two types of firing. FIG. 2 (center). Large particle of fuel (top), broken up into many small particles exposes more surface. FIG. 3 (right). Several logs burn better than one; each reflects heat to others

How Boiler Furnaces Work

How fuels and air are brought together and how they act in two types of firing

by JOSEPH C. McCABE

WITH THE FUNDAMENTALS of combustion out of the way (June 1953 issue), we're ready to take up the job of burning fuels in actual furnaces.

Just what is this job? In broadest terms, it includes: (1) preparing the fuel and air, (2) converting the complex fuel into elementary fuels, (3) bringing these fuels and air together in the right proportions and at the proper temperature for ignition and combustion, and (4) transferring heat from the products of combustion to the boiler or other surfaces while retaining enough heat in the combustion zone to maintain volatilization* and ignition. All these actions are going on at the same time in any furnace, and each particle of fuel traces the entire sequence in order, in its brief passage through the furnace.

Broadly speaking, there are two ways to handle this job: (1) in suspension or (2) on a fuel bed (Fig. 1). Let's look at both to see how they differ and, more important, in what ways they are alike.

Suspension Firing

When we think of suspension firing, or burner firing, gas comes immediately to mind as the simplest example. Here we have a fuel already in the gaseous state, ripe for quick mixing with air. Gas burners thus need only proportion the volumes of air and gas to insure thorough mixing. As we shall see later when examining actual burner designs, they differ mainly in how and when this mixing occurs.

Burners for oil and coal, in addition to proportioning fuel and air and mixing them, must prepare the fuel. For oil, this means making it ready for conversion from liquid to gaseous hydrocarbons. For coal, it involves distilling off volatile matter (gaseous hydrocarbons again, plus hydrogen and carbon monoxide). This must be done in the instant after the fuel enters the furnace.

Preparing Fuel: It is the furnace heat that does the conversion; the job of the firing equipment is to put the fuel into the shape that makes best use of this heat. For suspension firing of both oil and coal the answer is the same—the fuel must be broken up into many small particles to expose as much surface as possible (Fig. 2). With oil, atomization* is obtained in a variety of ways by the burner. With coal, pulverization* is handled in a separate unit, the burner merely mixing the finely ground particles with air and injecting them into the furnace.

In addition to small particles, we need fast motion between particles and air to strip away the microscopic "coats" of gas that form on the particles, and thus expose fresh surfaces to heat and air.

The Job of the Furnace: The furnace takes over where the burner leaves off, providing the conditions for continuous, complete combustion. Within the combustion zone fuel must be vaporized or distilled, mixed with air, ignited, and the resulting reactions between fuel and oxygen carried to a finish. The chief responsibility for bringing fuel and air together rests with the burner; the furnace can do little to correct failure of the burner in this respect. On the other hand, the heating and igniting job belongs predominantly to the furnace.

The difficulty met in trying to burn a single log in a fireplace illustrates the part played by good furnace design. As anyone who has tried will testify, a single log is one of the hardest things in the world to keep burning, while a number of logs will blaze merrily

* See glossary at end of this article.

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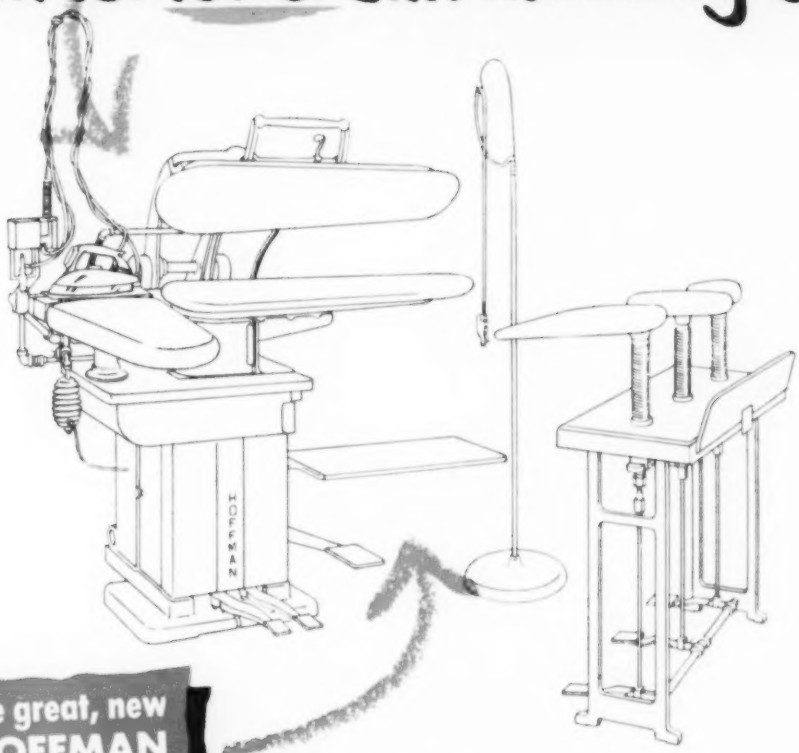

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designed for stepped-up, smoother production by one operator —less waste motion, fewer touch-ups lower cost per garment

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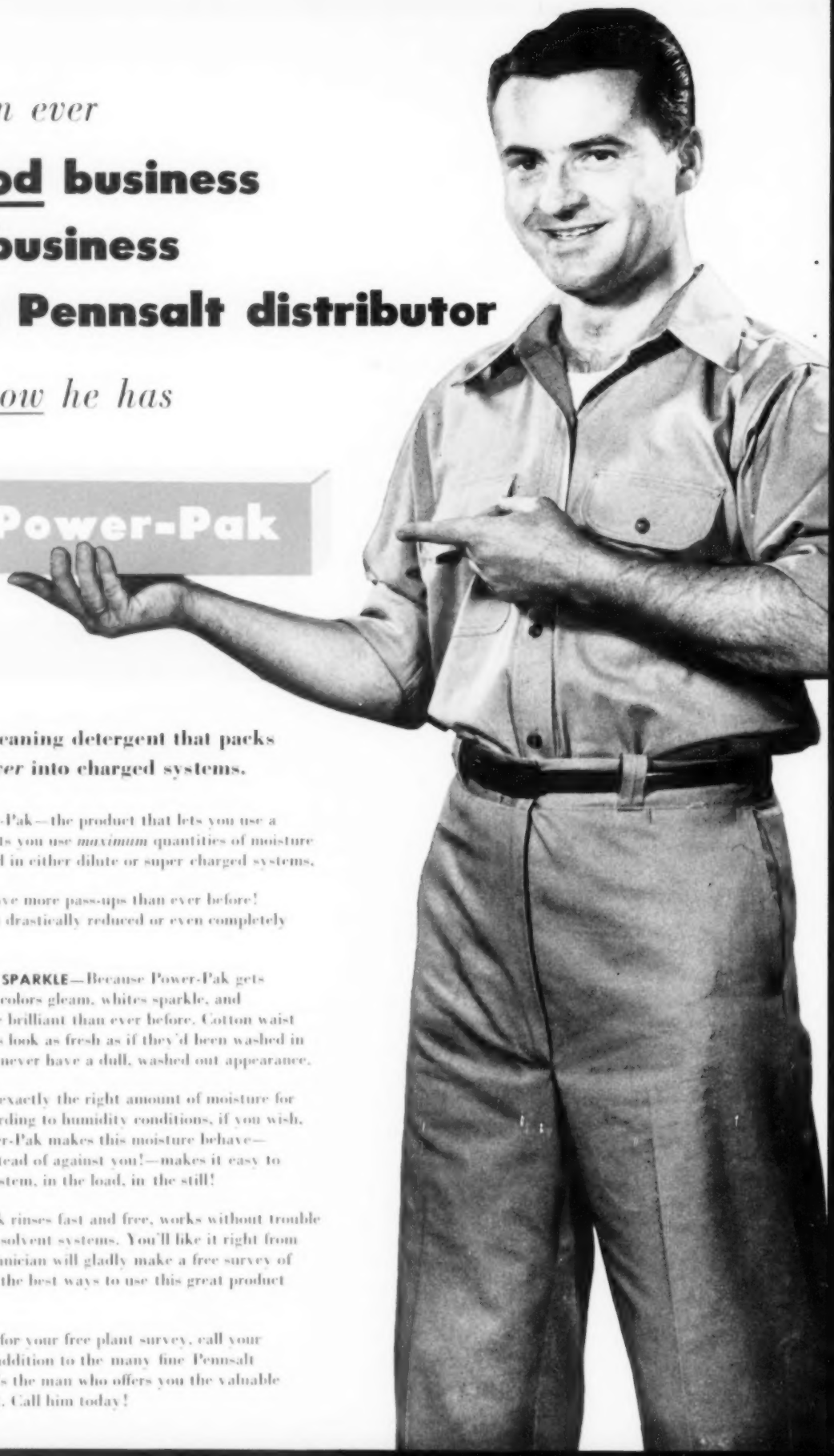

—Pennsalt's dry-cleaning detergent that packs *more cleaning power* into charged systems.

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With Power-Pak you'll have more pass-ups than ever before! You'll find wet-cleaning is drastically reduced or even completely eliminated!

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With Power-Pak you use exactly the right amount of moisture for each load, varying it according to humidity conditions, if you wish. Hydratroll action of Power-Pak makes this moisture behave—makes it work *for* you instead of against you!—makes it easy to control moisture in the system, in the load, in the still!

FREE SURVEY—Power-Pak rinses fast and free, works without trouble in petroleum or synthetic solvent systems. You'll like it right from the start! A Pennsalt technician will gladly make a free survey of your operation, point out the best ways to use this great product in your plant.

For more information, or for your free plant survey, call your Pennsalt distributor. In addition to the many fine Pennsalt dry-cleaning products, he's the man who offers you the valuable services listed at the right. Call him today!

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The Pennsalt distributor's business is built on service—and it's service that *only* he can give. His customers benefit in dozens of ways, just as you will when you do business with him. Here are some of the things you can expect:

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5. PERSONNEL LEADS—The distributor maintains a file on available qualified men. He can help you locate a new foreman, superintendent, or other technically trained persons.

6. PROMOTION—The distributor is eager to assist in promoting the wider use of laundry and dry-cleaning services.

7. RELIABILITY—The distributor's interest is *local*. Your success is, to a great extent, his success. He has a stake in your business, and does everything he can to earn your trust and good will.

Let your Pennsalt distributor prove these statements soon!

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Pennsalt Chemicals

(Fig. 3). The answer lies in the fact that when there are several logs, each reflects heat to the others, for distillation of volatile matter and ignition. In the same way a furnace must maintain a heat supply to prepare and ignite incoming fuel.

Soot and Smoke: With either coal or oil, some carbon formerly associated in hydrocarbon compounds breaks away as free carbon and, of course, a substantial part of most coal is solid carbon. Thus we always have the problem of burning carbon particles which, as we have seen, proves extremely difficult even with ample time. Here is the germ of smoke and soot. Naturally, if the furnace is small and cold areas (boiler tubes and the like) are badly located, carbon cannot possibly burn to completion.

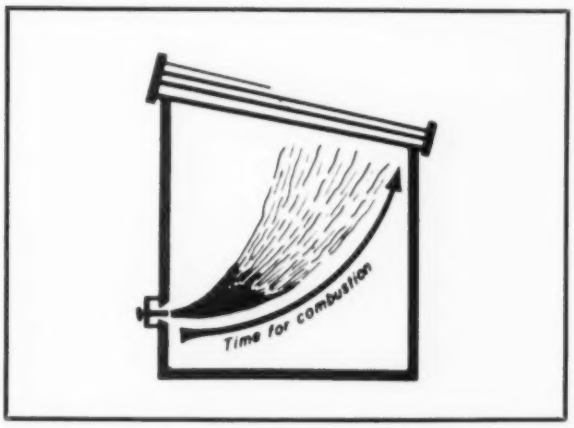

FIG. 4. Quick trip of fuel and air from burner to furnace outlet

All these steps—bringing air and fuel together, raising the mixture to ignition temperature, sweeping away successive layers of gas from fuel particles, burning carbon as far as possible—occur while fuel and air travel from burner to furnace outlet, an extremely short time (Fig. 4). Just how much time depends on the distance traveled and the speed, and whether or not the flow is turbulent.

Turbulent Mixing: By turbulence we mean a condition in which fuel and air whirl and eddy in irregular paths instead of flowing in streamlines from burner to furnace outlet.

Turbulent mixing has several beneficial effects: (1) There is an increase in the time available for combustion. (2) Better mixing of fuel and air results. (3) Fuel and air move past each other at higher velocity, thus helping to sweep away combustion products and expose fresh surfaces. It has been well said that successful combustion depends on three T's—Temperature, Time and Turbulence.

Ash and Slag: So far we have ducked the question of mineral impurities (ash) found in many fuels and particularly in coal. These, of course, do not burn. In suspension firing, if nothing else happened, some particles would be carried out of the furnace with the gas stream (fly ash) while others would drop out of suspension in the furnace or the boiler.

This simple picture is complicated by the fact that, depending on the nature of the ash and to some extent on surrounding conditions, ash becomes plastic and sticky. If it comes in contact with relatively cold surfaces while in this plastic state it forms slag coatings,

reducing the rate of heat transfer, hindering the flow of gases through boiler passes, and creating a maintenance problem.

Fuel-Bed Firing

After this quick run-through of suspension-firing fundamentals we're ready to take an equally quick look at fuel beds. In this kind of firing fuel is pushed, dropped or thrown on a grate in a high-temperature region within the furnace. Air flows upward through the grate and through the fuel bed that forms on it. The "green" coal is heated, volatile matter distills off and coke is left on the grate. Coke burns to a mixture of carbon dioxide and carbon monoxide, and ash remains.

The volatile matter of the coal and the carbon monoxide from the coke burn over the fuel bed with air that has come up through it and, usually, secondary air admitted to the furnace over the grate. Thus anywhere from 40 to 60 percent of the coal's heat is liberated over the fuel bed. We see, therefore, that burning gases is still a big part of the job even with fuel-bed firing.

To help understand what happens in the fuel bed, divide it into four zones, one above the other (Fig. 5A). In actual beds, the location and shape of these zones varies depending on grate construction and how the fuel reaches it. For simplicity, we can visualize the beds as more or less uniform layers extending across the grate. From the top down, these zones are: distillation*, reduction*, oxidation* and ash.

Fuel-Bed Zones: At the top, green coal receives furnace heat, volatile matter distills off, and the coke thus formed works down through the bed as lower layers burn out and new coal is added.

In the oxidation zone, coke is burned to carbon dioxide with the primary air rising through the bed. This carbon dioxide travels up through the zone above and is partly reduced to carbon monoxide by contact with hot coke. The layer of ash at the bottom protects the grate from excessive heat.

Oxygen in the primary air is pretty much used up a few inches above the grate, this being the oxidation zone. If it were not for air that rises rapidly through blowholes and leaks around edges, there would be little oxygen above this point except that brought in with secondary air. Increasing the amount and velocity of primary air speeds up burning but does not alter the fact that the oxygen is largely consumed a short distance above the grate.

Only a little carbon monoxide is formed until all the oxygen is gone, but the rate of CO formation becomes rapid immediately this point is reached; that is, at the beginning of the reduction zone. As the distance from the grate increases, CO continues to form but at a slower rate. Thus the thicker the fuel bed, the more CO is formed. Because reduction of CO_2 to CO depends on the time of contact between gas and coke, higher air velocities mean less CO.

Fuel-bed temperature depends largely on rate of firing, being higher at high rates. Usually the temperature within the bed is somewhat greater than at the surface. If this temperature is above that at which ash fuses, clinker may form. (More about this later.)

Overfire Burning: As we have seen, about half the burning job must be done in the space above the fuel bed. How successfully this is done largely determines the efficiency of the entire operation. The job is complicated by the fact that the composition of the combustible gases above the fuel bed varies from point to point and uniform distribution of air is hard to obtain. Stratification is likely to result; that is, there will be separate streams of gas and air leaving the furnace without mixing. As in all forms of firing, excess air, above the amount required for theoretically complete combustion, is supplied. This increases the chances for air and gas to meet and mix.

Furnace Size: The size of the combustion space is of utmost importance. In general, the less excess air, the larger must be the space. Naturally, more space is needed for higher burning rates. For any given set of conditions, the size of the combustion space largely determines the completeness of combustion.

Of the "given conditions," mixing is perhaps most important. With poor mixing, combustion is likely to be incomplete no matter how large the space (Fig. 5B), while with good mixing combustion may be completed quickly and added space would be of no value. Incomplete combustion means heat loss in the form of unburned CO and carbon. Likewise, high excess air means loss of sensible heat* in the flue gas.

Turbulence Again: The best all-around balance of these factors results from a furnace design that makes maximum use of space. Here again turbulence proves the vital factor (Fig. 5C). Modern practice leans strongly

* See glossary at end of this article.

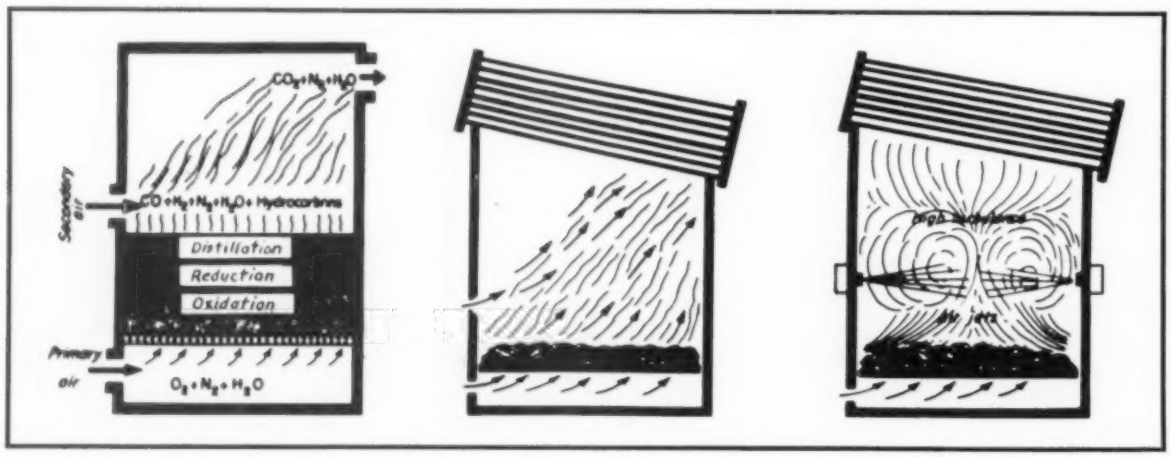

FIG. 5. A—Simplified fuel bed shows four zones. B—Poor mixing over the fire may be . . . C. . . . overcome by high-velocity jets

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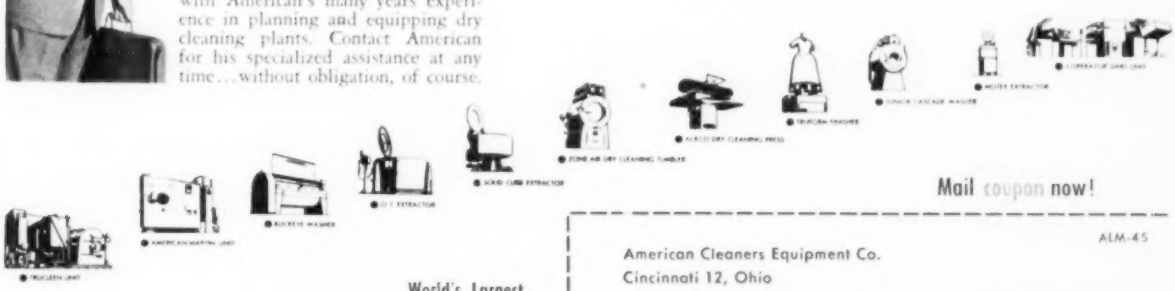

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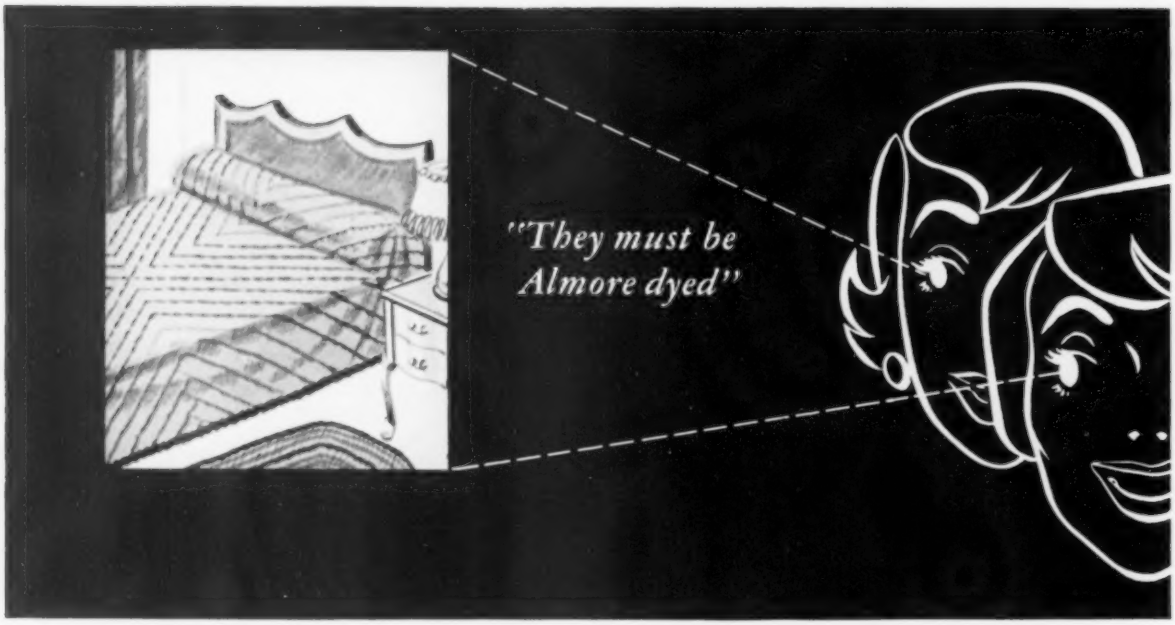

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to devices such as high-velocity jets to obtain good penetration, high turbulence and thorough mixing. By this means, the furnace "size" may be increased without actually enlarging its dimensions.

In an existing furnace, burning a given coal, there is a certain percentage of excess air that gives most economical operation. For a furnace having high stack temperature, the best excess-air percentage is lower than for a furnace with low stack temperature. For the majority of furnaces, best results follow setting excess air to give a trace of CO in the flue gas.

These are fundamentals of fuel burning. Following articles will cover the sources and properties of commercial fuels, practical aspects of their firing in various kinds of equipment, and something of the problem of selecting them. # #

GLOSSARY

Engineering terms used in this article

Atomization—A term used to describe the physical tearing apart of a drop of oil, either by pressure or by a fast-spinning cup, into many fine droplets or a spray. As such it closely resembles a gas and burns readily.

Boiler—Strictly speaking, the boiler is only the water-carrying parts of what we loosely call a boiler. It is the area where water heats up and boils to steam.

Burner—The mechanical device that either prepares and introduces the fuel-and-air mixture in the right proportion for burning quickly or just prepares the fuel; for example, oil, by atomizing it so it is ready for mixing with air.

Distillation—A process of evaporating; i.e., boiling off and then condensing to separate different liquids like gasoline, kerosene from crude oil.

Furnace—The fuel-burning section of what we have come to call a boiler. It is where the fuel and the air meet, ignition occurs, heat is liberated.

Oxidation—The reverse of reduction where the coal is oxidized; that is, gains oxygen.

Pulverization—The job of taking a solid lump of coal, crushing it and then grinding it between metal pieces and against itself to produce a talcum-powder-like consistency that can be picked up by a gust of air and behave like a gas.

Reduction—A chemical term that describes the action on a chemical compound, like oxygen in the air, which is lost to an oxygen-hungry compound like burning coal.

Sensible heat—Water at room temperature and pressure takes additional heat, about one Btu per pound, to raise its temperature one degree F. This heat intake is called sensible heat, and is measurable heat.

Volatilization—The action that takes place as a liquid or solid fuel heats up. Some of the hydrocarbons boil off or vaporize into a gas in which form they burn quickly, easily.

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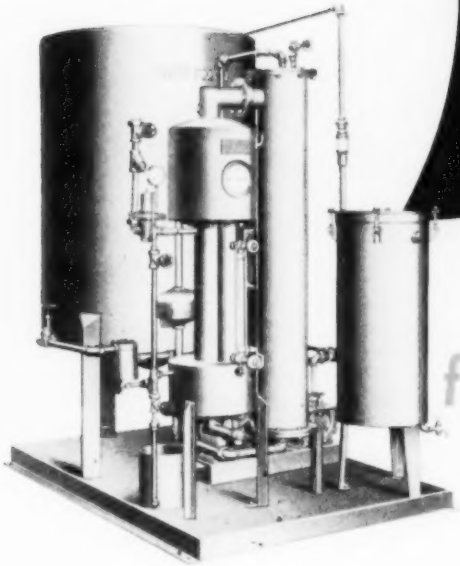

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How To Treat Your Compressor

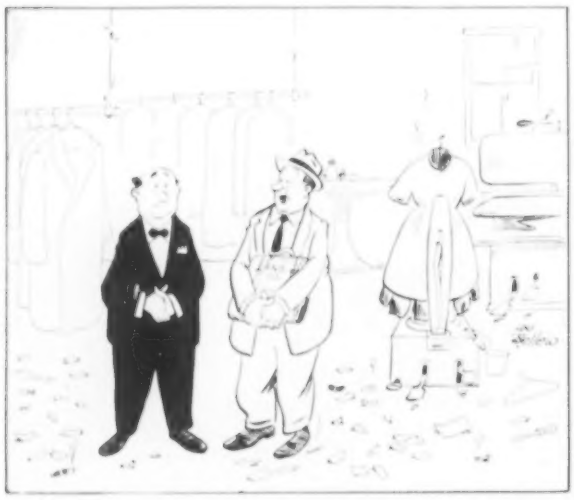
New air uses make its maintenance doubly important

by TOM TURCOTTE

THE AIR COMPRESSOR has become an important factor in the drycleaning plant. Check the many uses, both new and old, that you have for compressed air: the new air-operated presses, spotting boards, pants stretchers, shirt units, soap injectors, baggers, filters, spray guns, etc. Many new drycleaning units have air-operated parts. Finally, compressed air is used for policing and cleaning the equipment and plant.

Frequently, when an air compressor is first installed, not enough thought is given to proper location. In many cases it is put "out of the way" in a dark corner. This usually creates a situation of "out of sight, out of mind." Yet a neglected air compressor can result in costly, inefficient operation, frequent breakdowns, or work stoppage due to compressor failure. The best way to eliminate this possibility is to begin at the beginning.

Start With Proper Installation: Your air compressor should be easily accessible for cleaning and lubrication. If dirt, dust, water vapors, solvent or spotting-solvent vapors are being drawn into the air intake of the compressor, the first thing to do is relocate or repipe the suction or air intake of the compressor to obtain clean dry air.



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Grit, moisture or solvents, when forced through the line under pressure, will reduce efficiency and speed up wear of equipment much faster than when present at normal air pressure. In fact, the use of air filters at frequent points in the air line can save numerous troubles caused by moisture, oils and dirt stopping up valves in air presses and other equipment.

The air compressor should be completely and securely bolted down to a solid concrete or similar foundation. It must be level—at all times, in all directions. This can be accomplished by shimming, if necessary. If you have ever watched a mechanic working on an automobile motor, you will note that he always checks the motor mounts of a car, which keep the motor level, to prevent any possibility of uneven wear. It is important that your compressor remain level for the same reason.

Lubrication Is Important: A principal reason for compressor failure is lack of lubrication. A compressor crankcase requires oil—a good grade of air compressor oil, for the proper viscosity (thickness or fluidity).

The viscosity of oil depends a great deal on surrounding temperatures. The following table is an example of how to select a proper oil:

Surrounding temperature	Viscosity of oil
20°F and below	S.A.E. #10
20° to 50°F	S.A.E. #20
50° to 80°F	S.A.E. #30
80° to 120°F	S.A.E. #40

Consult the compressor manufacturer or a reputable oil company for recommendations on the proper type of oil for your equipment.

Do not overfill the compressor crankcase. Oil pumping into the air line may result in fouling your equipment. Nor should you allow oil in the crankcase to fall below the low level point. Crankcase oil should be changed at regular intervals, every 300 hours of operation at the very most.

The following procedure should be followed in changing compressor crankcase oil: Drain the old oil, flush out the crankcase with a recommended flushing oil, drain out the flushing oil, then refill the crankcase with the proper grade of air-compressor crankcase oil.

Complete lubrication of the compressor motor will result as long as crankcase oil is kept within the proper level, for the cylinders are lubricated as well as all bearings, just as all parts of your car motor are lubricated while it is in operation. While you are changing

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the crankcase oil, lubricate all other moving parts, such as the motor.

Safety Precautions: It is unwise to use gasoline, kerosene or solvent for lubricating or cleaning purposes, as this malpractice could possibly cause an explosion in the compressor or tank. Likewise, the poorly located compressor may accumulate such solvent vapors through suction intake and also cause an explosion. A compressor explosion can be right violent!

Hidden away in a corner, covered with grease, grime and dirt, a compressor is not only a sorry sight but can also be the cause of a flash fire. A compressor develops quite a high temperature. Flash fires can be set by combustion from the lint, dust and greasy grime that cover a dirty air compressor. Wipe the unit bare each week, with clean wiping rags.

Common Operating Problems

Troubles that arise in the operation of your compressor usually fall in the following classes: noisy compressor, failure to build up pressure, vibration, pressure-switch failure, trigger-valve chatter, excessive water and oil in air lines.

Noise in a compressor may be due to one of the following causes: play in compressor bearings; loose compressor pulley; tank ringing. If the noise is due to play in the main, crank-pin or wrist-pin bearings, you had best call in your compressor service man, unless you fully understand the mechanics of your compressor.

Noise from a loose pulley can be corrected by properly tightening the pulley. Be sure that the belts are properly aligned. Belts must not be too tight, any more than they should be too loose, since excessive tension in belts causes bearings to overheat and wear.

"Tank ring" is caused by the pounding of the air as it enters the tank. Tank-mounted units are usually equipped with a tank muffler inside the tank to break up the thrust of the air. This muffler may be worn and no longer functioning properly. A tank muffler can be made of a pipe nipple on the air inlet inside the tank. This nipple should be blanked off at the end, with side perforations having a combined area greater than the open area of the discharge pipe. This type of muffler will usually eliminate or decrease tank ring.

Failure to build up pressure may result from a number of causes: leaky head gaskets, leaking discharge-flange gaskets, leaking discharge pipe, check valves, outlet valve, drain valve, relief valve, and leaking or broken feather-valve strip. Leaking gaskets at the cylinder head may be caused by a broken gasket, or the cylinder head bolts may not be tightened down sufficiently. The cylinder head bolts should be set down tightly *after* the compressor has reached running temperature.

Leaking at the discharge-flange gasket is usually caused by misalignment or a broken gasket. The gasket can be replaced or, if the leak is rather small, it might be temporarily stopped by treating with a sealing substance.

Leaking outlet and drain valve can be due to foreign matter, such as scale or dirt, becoming lodged under the seat of the valve, preventing its complete closing. The removal of such obstructions usually stops the leak. Of course, if the seat of the valve has become damaged, you will have to either replace the valve or have the seat reground.

Broken or improperly seated feather-valve strips will prevent pressure from building up. To remedy this problem it is necessary to replace the strips. In making this replacement, be certain that you follow the manufacturer's recommendations. Care should be taken not to pinch or damage the feather-valve strip while assembling the unit. A small amount of grease or vaseline on the ends of the valve strip will hold it in place while assembling the head plate and cylinder head.

"Yessir! George here has been my cleaner for 28 years! Bill Perkins, meet George ——er, what *is* your last name, George?"

New gaskets should always be used when reassembling any portion of the compressor. Old gaskets, even when replaced exactly as they were, never fit as snugly as before.

Vibration in the whole unit is usually caused by the machine not being securely fastened to the floor. It also can be caused by the V-belts being at improper tension.

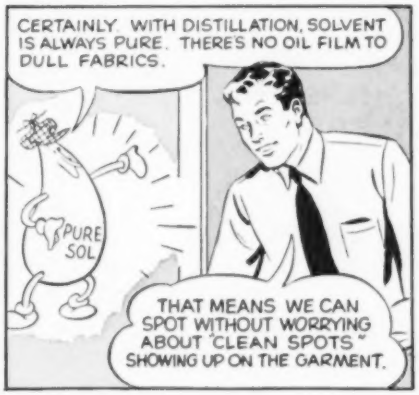
The pressure switch may fail to start the unit when closing, due to fouled contacts. Remove the cover and clean the points, if necessary.

Trigger-valve chatter is usually the result of imperfect seating of the plunger on either or both seats. If cleaning these parts does not correct the trouble, it may be well to call in the service man.

Excessive water and oil in air lines. All atmospheric air contains a certain amount of moisture. Compressed air can retain this moisture. But as it cools—and this occurs continuously as it travels to points of use—the moisture contained in compressed air condenses into water and settles in the tank, pipe lines, air hose on equipment, air chambers and control valves of equipment, or wherever the air travels. The same thing happens to the small amounts of oil vaporized by the heat of the compressor. Both oil and water cause lines to rust; this scale is carried along with air and interferes with operation of the equipment.

Many dollars can be saved in replacement parts by eliminating both of these evils. This is the main reason for locating the compressor so that its suction intake can draw in cool dry air, free from undesirable contamination. It is good practice to install air filters in lines, also before each point of air use.

Last but not least, in piping a compressor avoid all pockets in air lines. Pipe lines through hot air passes, particularly, should be kept clean to avoid combustion. If the air line beyond the compressor is 100 feet or longer, the next larger pipe size should be used to avoid a pressure drop in the line. ##



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ASSOCIATION NOTES

Iowa Clinic Draws 183 Delegates: A Sunday clinic sponsored June 7 by the Iowa State Cleaners Association, one of three each year, drew 183 drycleaners and allied tradesmen. The highlight was the first public showing of the new automatic conductivity control meter in actual plant operation, at the City Laundry in Oelwein, Iowa. Jim Wellwood and Gene Harris, field technicians for R. R. Street & Co. Inc., discussed and demonstrated the two-bath method of drycleaning, the extractor-rinse process and the conductivity control, using City Laundry's equipment.

After lunch Burrill Gottry, sales manager for Butler Manufacturing Company, spoke on how to apply common sense to the sales operations of a cleaning plant. The last speaker was Lou Bellew, associate editor of this magazine, with an illustrated spiel on "Gadgets and Gimmicks." Promptly at 3:30 Emory Kelley, president of the Iowa group, adjourned the meeting to allow plant visitations at three of Oelwein's leading cleaning plants: Fashion Cleaners, Modern Cleaners and Southtown Cleaners.

This clinic was another example of the Iowa association's efficiency. Everything went with clocklike precision, due to careful preparation beforehand. Here we mustn't forget to mention the terrific amount of work done for all Iowa meetings by the allied tradesmen, both in beating the drum for cleaners to attend for weeks before the event, and in really working during the meetings, too.

# #

Associations Sponsor Clinics: The second "shirt-sleeve session" sponsored by the **Cleveland Cleaners Institute** was held May 21. The principal speaker was Clyde E. Herbold, field technician for R. R. Street & Co. Inc., who presented a discussion of what he called "pushbutton cleaning," or greater control of the cleaning process. Mr. Herbold's presentation on the charged system was followed by lively questioning from the audience. Ben Orlove, president of the Institute, presided. John Hayek, chairman of the program committee, announced the group's annual picnic, to be held July 12.

A display of several hundred fabrics was featured at the fabric clinic sponsored by the **Twin State** (New Hampshire and Vermont) Launderers and Dry Cleaners Association, in cooperation with the Wallerstein Company and the John Danais Company. The clinic, held at Claremont, N. H., drew an attendance of about 150 from a three-state area.

# #

Local Elections: At its recent meeting, the **Chicago** Dry Cleaners Association elected the following officers and board members for the coming year: Morris Cornick, president; Warren Delaney, vice president; George Sandler, treasurer; board members Paul Betscher, H. Ditkowsky, Clarence Felstead, Al Fisher, Leo Kushner, Sam Levin, Milton Rosenberg, Philip Roth, Sidney Rubenstein, Joe Simon, Joseph Weiner. Ben Rosenfield continues as executive director.

The new officers of the **Paris (Illinois)** Cleaners Association are Paul Acklin, Acklin Cleaners, president; Clyde F. Haeske, Model Cleaners, vice president; Frank Morrison, United Cleaners, secretary-treasurer. Members voted to plan a group advertising program of an educational nature, and also agreed to hold monthly meetings.

At the annual meeting of the **Houston (Texas)** Launderers and Cleaners Exchange, the following new officers were installed: J. E. Burkhart III, president; Fred Page and J. H. McDougal, first and second vice presidents; H. B. Springfield, secretary-treasurer, and Dan Brown, executive secretary.

New officers of the **Greater Orlando (Florida)** Dry Cleaners and Laundry Association are Jim Smith, Ace Cleaners; Paul Hudson, Paul's Cleaners; Herman Simon, State Laundry; Warren G. Plantholt, Plantholt Cleaners, and Buck Mathis, Parisian Cleaners. The group has launched a customer-education program in cooperation with textile and apparel stores in the area.

# #

Local Meetings: The annual meeting of the **Central Nebraska** Cleaners Association drew an attendance of 187. Officers of the group are E. C. Alcorn, Grand Island, president; Robert Cason, McCook, vice president, and Earl McPeck, Harvard, secretary-treasurer. Directors are Keith Nichols, Fullerton; Lelan Hoerner, Loup City; Robert Harse, Hastings; Ralph Kramer, North Platte; Herb Hodge, Hastings; Bill Downing, Kearney; Otto Zlomke, Grand Island, and Barney McClure, St. Paul.

The principal speaker at the May meeting of the Retail Dry Cleaners Association of **Haverhill (Mass.)** was Samuel Walker of R. R. Street & Co. Inc., who discussed new cleaning methods. Francis W. Cleary, president of the group, presided.

A joint meeting of the Lakeshore, Kawartha and Bay of Quinte Divisions of the Dry Cleaners Institute **(Ontario)** was held May 13 at Coburg. Chairman Lindsay of the Kawartha Division presided. Sam Fletcher of London, Ont., spoke on "Public Relations and Merchandising."

# #

New York Cleaners' Activities: New officers of the Neighborhood Cleaners Association, which now has chapters in many sections of New York State in addition to the original Greater New York group, were chosen May 17. They are Paul Marcus, New York City, president; Donald Berlove, Schenectady, executive vice president; Robert Huston, Buffalo, secretary, and J. L. Fraughton, Malone, treasurer.

At a recent meeting Albany members proposed a Capitol District chapter to include plants in Albany, Troy, Rensselaer, Waterbury and Cohoes. Officers chosen to head the proposed chapter are John Verenini, president; Joe Hrachian, vice president, and Phil Pearl, board member. Also proposed was a plan to work out a coordinated group advertising program with the Schenectady chapter.

The Schenectady and Scotia chapters are cooperating in a consumer-education program, featuring a series of addresses by members to meetings of local women's groups. A typical presentation was given to a fire department auxiliary group, with members Cyril Kleiman, Samuel Silverman and Don Berlove forming a panel to

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answer questions on serviceability, and with a showing of the film, "After the Ball Was Over." The local cleaners' group are also taking part in an arbitration board set up with the Better Business Bureau and Chamber of Commerce.

# #

Research on Cotton Rugs Launched: The National Institute of Rug Cleaning will shortly begin its research program for improvement of on-location cleaning of cotton tufted carpeting. An additional research man will be hired to work at the Silver Spring laboratory on this program, under the supervision of Col. Rice, with the financing guaranteed by the Tufted Cotton Carpet Manufacturers association. The program is the outcome of a meeting attended by that group, by NIRC, the Carpet Institute, and other groups including the Cotton Council and the Department of Agriculture.

It was pointed out at the meeting that while improvements are rapidly being made in plant cleaning of cotton floor coverings, there is a definite need for revised and improved methods of present on-location methods for these products. Both rug cleaners and manufacturers agreed that the customers should be advised that the problem is aggravated when this type of carpeting is allowed to become too soiled.

# #

Four-State Meeting Announced: The officers and directors of the Laundry and Cleaning Association of the Carolinas, Georgia and Florida have selected November 4-6, 1953, as the dates for its forty-sixth annual convention. The meeting will be held at the Sheraton-Plaza Hotel, Daytona Beach, Florida.

In announcing the meeting Secretary Henry Benoit points out that on Saturday, November 7, one of Florida's and Georgia's most important football games will be played in Jacksonville, which is easily accessible on the way back home after the convention.

N.I.D. NEWS

New Publication: The NID has just issued a booklet, "Opportunity and a Future in the Drycleaning Industry," which is intended to interest young people in entering the drycleaning field. It is suggested that members distribute the booklet to local high schools, vocational schools and employment counsellors. NID plans to distribute the booklet nationally through the Department of Labor employment offices.

# #

Button Bulletin: With its Technical Bulletin T-305 the NID is sending its members a sample card of five types of polystyrene buttons, prepared by the Society of the Plastics Industry. One of them is an opaque solid color, a dye-bleeding type which the members of that society had agreed in 1947, on consultation with the NID, to discontinue manufacturing because they were difficult to identify.

Recently, the NID bulletin reports, these buttons have again appeared on the market. At another meeting with representatives of the Society of the Plastics Industry, the manufacturers agreed to discontinue their production as of this past January. They will be around for a while but should eventually disappear.

While the clear or lightly tinted polystyrene buttons will melt, too, they look like glass, which should also be removed before drycleaning because of possible breakage. Polystyrene can be identified by touching the back of the button with carbon tetrachloride, perchlorethylene or amyl acetate. If they feel sticky, they're polystyrene, and should be removed.

The same bulletin (T-305) also contains instructions for handling of bias-cut garments.

# #

Wage Incentive Bulletin: A description of wage incentives, their advantages and how to install and use them, is given in NID Management Bulletin M-40. The Standard Hour Wage Incentive Plan is described in detail.

Coming Conventions: Foresighted members of the industry who really plan *ahead* may be interested in the schedule of NID meetings through 1960. The 1954 convention will be held on February 11-14 in Washington, D. C., giving delegates an opportunity to visit the Institute at Silver Spring. The next six conventions will be held in Chicago, Dallas, Atlantic City, San Francisco, St. Louis and Atlanta, in that order.

# #

Alpha Chapter Meeting: A panel discussion on the charged system drew more than half a hundred alumni and guests to the May meeting of the Alpha Chapter of the NID Alumni Society in Washington, D. C. Panel members included Roger S. Carlsen, Peeler's Laundry; Dean Allen, Allen & Vickers Co.; Robert McClain, Pioneer Laundry, and Preston Payne of NID.

Moderated by Ted Chelis, Chesapeake Supply Co., the group discussed the relative merits of the light and heavy charge, citing their effect on prespotting, rinsing and distillation practices. The employee reaction to the new system made another talking point. A lively question-and-answer period followed.

During the hottest-idea-in-my-plant session, W. I. "Hoss" Peeler described a bookkeeping system which enables him to determine weekly profits at a glance. Milton H. Ehrenreich presided.

CHARGED-SYSTEM PANEL is introduced by Milt Ehrenreich (standing), Mid-Atlantic Machinery Co., president Alpha Chapter. Seated, left to right: Roger S. Carlsen, Peeler's Laundry, vice president; Dean Allen, Allen & Vickers Co.; Ted Chelis, Chesapeake Supply Co., secretary-treasurer; Robert McClain, Pioneer Laundry; Preston Payne, NID

a word to the wise

about a great new opportunity!

In the new Detrex Two-Bath Process, you have the greatest work-saving, profit-making, business-building opportunity ever offered to the drycleaning industry!

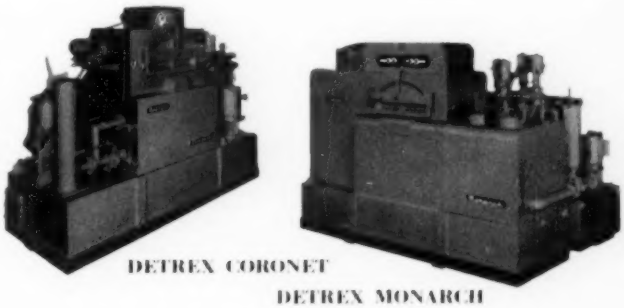
In case after case, old hands at the trade—men who have seen ALL the angles to this business—are amazed at the remarkable cleaning quality of the Detrex Two-Bath Process. Fabrics are softer, colors are brighter, garments are new-looking again.

Just as important, wet-cleaning is virtually eliminated and other high labor cost items are reduced to an absolute minimum with resulting extra profit per garment!

Does the Detrex Two-Bath Process build new volume? In every single case—regardless of climate or neighborhood—users report BIG new volume!

There isn't room to tell the whole story here . . . but we have a new free bulletin that does. You can get it posthaste by just filling out the coupon on the next page. A word to the wise is sufficient!

DETREX CORPORATION, Box 501, Detroit 32, Michigan, Dept. K-5



DETREX CORONET

DETREX MONARCH

The Monarch for 120 lb. hourly capacity; the Coronet for 80 lb. hourly capacity. The two-bath process for 3% to 4% strong soap-solvent solution is optional at extra cost on bath units.

DETREX

The Process that Shaped the Industry

This could be YOU

ANOTHER TRUE DETREX SUCCESS STORY

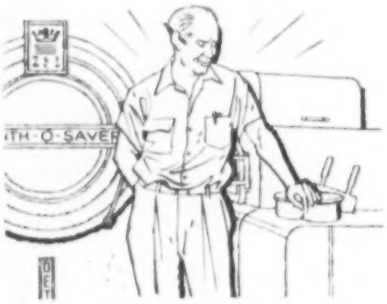
Earl Lindemann, owner of Gould's Cleaners, Plymouth, Michigan, has been in the drycleaning business since 1947.

Born in Detroit, Earl's family moved to Allen Park when he was two years old. Brought up on his father's truck farm, Earl was driving produce to the Detroit Market at the age of 15. At 19, he went to work for the Ford Motor Company and

in the ensuing years became an expert tool and die maker.

In 1947 while making some minor repairs as a favor to a friend in a drycleaning plant, he was given the opportunity to buy in as a partner. Two years later he became owner of what is now Huron Cleaners.

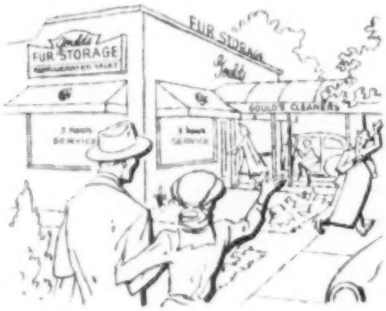
Doing a cash and carry business, with



emphasis on quality and service, Earl prospered to the extent that on March 16th of this year he bought out Gould's Cleaners in Plymouth.

Opening in the face of two established competitors, Earl scrapped the existing petroleum equipment and switched to synthetic in order to offer faster service with the highest quality drycleaning.

After surveying the synthetic field, he decided on the Detrex Two-Bath Monarch as the one machine ideally suited for this type of operation. His reasons, to quote him, are: "A successful drycleaning business today is predicated on fast service and high quality cleaning. I found that only Detrex was geared for the three-hour service and the quality cleaning I desired. Further, Detrex



equipment is well built and superbly engineered to stand up under the most rugged treatment. I selected the Detrex Two-Bath Monarch as ideally suited for my type of operation."

Cleaning with a 4¢ charge and offering three-hour service, Earl is rapidly building up a reputation as *the* drycleaner in this community for service and quality.

DETREX CORPORATION
Box 501, Dept. K-5
Detroit 32, Michigan

Please rush me without obligation complete details on the Detrex Two-Bath Process.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Detrex equipment is sold and serviced from coast to coast through a network of distributors.

These distributors have been individually selected by Detrex on the basis of "know-how" and ability to render top-flight service. Well versed in drycleaning in all its phases—trained to recognize and serve your every need—they stand ready to fill all your drycleaning requirements.

For the full Detrex Story, call upon the Detrex distributor in your area. Just fill in the attached coupon and mail it today. We will advise you of his name by return mail.

BOTH SPEECHES (top) and stag luncheon drew full houses at Oregon meeting

Oregonians Meet in Gearhart

TECHNICAL SUBJECTS and selling shared the spotlight at the business sessions of the seventh annual convention of the Oregon State Dry Cleaners Association, held June 5-6 at Gearhart.

The first speaker on Friday morning's program was Dan Schultz, Takamine Laboratory, Inc., who pointed out the advantages of the unit system for silk and wool finishing as against the straight line.

P. C. McCutcheon of Dow Chemical Company outlined a number of advertising programs for drycleaners. He used charts to show the delegates how they could set up a "Logo," a combination of trademark, pattern and eye-stopper, for a plant advertising and publicity program.

Shannon Holsinger, R. R. Street & Co. Inc., gave as "3 Steps to Increased Sales" technical know-how; mass production with efficient operation for maximum workflow; emphasis on sales training and advertising, with particular stress on the importance of highly trained counter girls and routemen.

The next speaker was Miss Barbara Bradley, Pre-Marked Strip Tag Co. Miss Bradley reviewed the history of marking and discussed the pre-marked tag system.

The last speaker on Friday's program was Brooklyn Harris, manager, Western branch NID, Glendale, California, who used slides to illustrate fabric failures and discussed the causes and in a number of cases listed the necessary corrections. Mr. Harris said, "If a cleaner today knows enough about the new problem fabrics, it is easy for him to build customer confidence which will result in increased volume."

Saturday's program opened with the showing of a telephone company film, "Telephone Courtesy."

The first speaker was Dr. Dorothy Lyle, NID's director of consumer relations, who brought the delegates a message from Willard Cannan, NID president, who was unable to attend because of illness. Dr. Lyle spoke briefly on merchandising fabrics and fashions. She also pointed out that the public is going to need a good pleating service, too, this year, and drycleaners had better be ready to give it to them.

Willis A. Pellerin, Pellerin

OREGON OFFICERS, left to right, seated: Lee Fullington, Grant Getchell, Jack Stacey, Merle Saunders. Standing, directors Floyd DuBois, J. G. Knight, Lois Keeney, Walter Koch, Alvin Anderson

KEY TO CITY of New Orleans is presented by Willis A. Pellerin to J. G. Knight, retiring president. Left to right: Lee Fullington, S. C. Sasser, Mr. Pellerin, Mr. Knight, Dr. Dorothy Lyle of NID

Milnor Corporation, was the next speaker. Before giving his talk, Mr. Pellerin presented J. G. Knight, retiring president of the association, with honorary citizenship and a gold key to the city of New Orleans. Mr. Pellerin used slides showing Oregon drycleaning plants to illustrate his talk on route and branch costs, and also discussed pricing methods.

The next speaker was John R. Young, Drycleaning Division, Davies-Young Soap Company. He reviewed drycleaning plant practices as they relate to the charge system and discussed the advantages of the 4 percent charge. He also stressed the importance of reducing production costs because of the greatly increased labor cost.

The charge system was also discussed by Herbert G. Yates, Cleaners Equipment Division, Butler Manufacturing Company, who stated it has been a strong factor in influencing machine design for all drycleaning equipment manufacturers. He explained that because the charge system puts a bigger load on distillation facilities, it calls for closer attention and in many cases for the installation of new equipment to give an adequate still and filter system.

Entertainment included luncheons and a boat trip for the ladies, an allied trades stag luncheon, a Friday-evening buffet dinner and cabaret dance, and on Saturday evening the annual banquet followed by a floor show and dancing.

The following officers were elected: Lee Fullington, Model Cleaners, Portland, president; Grant Getchell, Club Cleaners, Eugene, vice president; Jack Stacey, Stacey's Cleaners & Dyers, Portland, secretary-treasurer, and Merle Saunders, Saunders Superior Cleaners, Eugene, sergeant-at-arms.

The following directors were elected: Walter Koch, Pantorium Cleaners, Oregon City; Floyd DuBois, DuBois Cleaners, Corvallis; Marion Grant, Superior-Troy Laundry, Klamath Falls.

Held-over directors are: Mr. Fullington and Mr. Stacey; Alvin Anderson, Unique Cleaners, Clatskanie; Clifford Bissett, No-D-Lay Cleaners, Coquille; J. G. Knight, Odorless Cleaners, La Grande; J. F. Price, Peerless Cleaners, Baker, and Lois Keeney, Peacock Cleaners, Salem.

Over 200 delegates registered to make this the group's best convention. The Oregon association is rightfully proud of its record: every drycleaning plant in the state with the exception of eight is an active member. New president Lee Fullington will try to bring these eight into the fold before next year's convention. # #

Pacific Northwest Convention

THE LARGEST ATTENDANCE and the greatest success to date were chalked up at the 28th annual convention of the Pacific Northwest Launderers and Dry Cleaners Association. Over 250 delegates registered for the three-day meeting, held May 14-16 at Vancouver, B. C., Canada.

Business sessions began Thursday afternoon. After the customary address of welcome and introductions, Honorable H. H. Stevens, known through British Columbia as "Mr. Canada," described the development of the Northwest as he has witnessed it for more than half a century.

Cecil Lanham, in charge of educational training and personnel at the American Institute of Laundering, opened the Friday sessions with a talk on "The Human Aspects of Management." He pointed out that there was an unjustified attitude of defeatism in the laundry industry today, which carries over to produce a negative attitude toward employees.

The next speaker was Willis A. Pellerin of Pellerin Milnor Corporation, who used slides to illustrate his talk on "Horse and Buggy Merchandising." As a solution to the high cost of delivery Mr. Pellerin suggested on-location washing services to carry the expenses of pickup stations.

E. R. Finlayson, managing executive of the Canadian Research Institute of Launderers and Dry Cleaners, was the first speaker on Saturday's program. He outlined the various services offered by the National Institute of Drycleaning, the CRI and the AIL, and explained how they can be made available to members of the two industries.

Jim Chisholm of Sanitone Division, Emery Industries, Inc., was the last speaker, with a talk on selling and training to sell. Describing the enormous increase in buying power throughout the Northwest, he emphasized the fact that the drycleaners and laundry operators are going to have to do a top job of selling if they expect to meet the tough competition for the consumer's dollar. He also stressed the importance of market research.

A special feature of the program was a customer-relations panel conducted by William Morrow and Mark Howard of Vancouver. A question-and-answer procedure was used to show the delegates how to conduct meetings to explain and sell drycleaning and laundry services to church, club and school groups.

(*Continued on page 75*)

PACIFIC NORTHWEST OFFICERS, left to right: Howard Keeler, Don Spellman, Melvin Porter, Robert Hammond, Carl Von Harten

Conductivity control IN DRY CLEANING

WHAT IT MEANS ...AND HOW TO USE IT

by PAUL WARREN

You charge the filter system with water before starting the cleaning!

You introduce raw water during the cleaning of each load into the suction side of the filter pump!

You use the same formula for all classifications of fabrics!

You ignore the relative humidity prior to and during dry cleaning!

One short year ago these four radical departures from accepted cleaning room technique would have been questioned by every plantowner in America. Now they are part of STREET'S method for conductivity control. Today, as a result of extensive commercial use in hundreds of representative plants, an ever-growing segment of the industry has already recognized STREET'S conductivity control plan as the missing link in the otherwise highly efficient two-bath method.

Before explaining this new and exciting technique, the first in dry cleaning history to provide for near elimination of wet cleaning with safety and uniformity, we should first discuss the prerequisites for optimum results.

Plant requirements for best results

STREET'S method for conductivity control may be used under varying conditions in all types of plants, synthetic or petroleum, large or small. However, to derive the utmost from this highly scientific procedure, the plant should be equipped to:

A. Employ the two-bath method of cleaning to provide for a higher concentration of soap and superior rinsing.

B. Observe the necessary precautions in piping for two-bath so as to avoid even the slightest interchange of 4% solution and rinse solvent.

C. Maintain a nearly constant 4% solution of FORMULA 886 at all times. The charge must vary no more than from 3.8% to 4.2%.

D. Observe STREET'S instructions for the proper installation of their AUTOMATIC CONDUCTIVITY CONTROL UNIT as explained in the installation bulletin.

Radical difference in procedure

STREET'S method for conductivity control introduces some innovations in operating procedure which differ so radically from heretofore recognized dry cleaning practices as to cause skepticism in those who have not witnessed the invention in actual use. Many of the nation's leading plantowners became convinced of its practicability while attending the annual convention of the *National Institute of Drycleaning* held in Cleveland in February of 1953, in which city a leading plant had one of STREET'S units in commercial use. Hundreds of other commercial installations in

See next page ▶

No stock solutions of any kind are used in this process. Raw water is solubilized in the complete filter system before it reaches the fabrics. Filtered water removes soil not previously removed by water introduced into the washer and immediately absorbed by the fabrics.

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plants from coast to coast have been in use long enough to prove beyond any original doubts that the unique procedures recommended with STREET'S CONDUCTIVITY CONTROL are not only practical, but essential for a safe and uniform approach to the near elimination of wet cleaning.

A further elaboration on these radical innovations is in order:

1. Heretofore drycleaners made an assiduous effort to keep water out of the filter. Now STREET'S deliberately charges the solvent in the filter system with water before any fabrics are cleaned, in order that the filtered 4% solution may possess a predetermined electrical conductivity value.

2. Heretofore soap manufacturers recommended the introduction of water (*usually in an emulsion*) from load to load into the washer or the inlet side of the washer, (*either by gravity or by force*) where most of it was absorbed by the fabrics before it was solubilized in the filter system.

   Now STREET'S introduces the water by gravity into the suction side of the filter pump, thus permitting the water to become solubilized in the 4% solution while passing through the filter and before reaching the fabrics in the load. This state of solubilization, with the proper micelle formation, permits safe removal of water soluble soil heretofore impossible.

3. Heretofore drycleaners added different amounts of water for different classifications of fabrics, and if the charged system inadvertently built up with moisture they omitted the water from a load or two until the excessive wrinkling diminished. A hit or miss procedure at its best.

   Now STREET'S maintains a nearly constant charge of soap and water in the filter system, regardless of classifications—an automatic and scientifically controlled procedure which provides for the optimum in uniform efficiency in the cleaning of each and every load.

4. Heretofore drycleaners placed hygrometers in the sorting room, or cleaning room, or phoned the weather bureau for the current relative humidity in order that they might attempt to correlate the moisture content of the fabrics with the relative humidity, and thus guide them in the amount of moisture to add at a given time. This was a futile gesture in that to calculate the percent water absorbed from the atmosphere before cleaning it is necessary to hang each piece of fabric separately, with air space on both sides of each piece, for several hours in an air conditioned room.

Now STREET'S ignores the water content of the fabrics before cleaning because the *automatic* controller introduces only enough water during the cleaning of each load to maintain the electrical conductivity value of the filtered 4% solution which was present before the fabrics were entered. The combined water of the fabrics and the 4% solution is the same for each load, regardless of weather conditions, thanks to STREET'S AUTOMATIC CONDUCTIVITY CONTROL UNIT.

Theory of Conductivity Control in dry cleaning

The conductivity unit is designed for the specific purpose of maintaining a predetermined condition in the activated solvent. The requisites for this condition were not found in any text books on physics or chemistry. They are the result of long and tedious experimental work in commercial dry cleaning plants conducted simultaneously with a highly technical research program pertaining to a study of micelle formation in non-aqueous solutions. Practical craftsmen on STREET'S staff were assigned to the former. Two PhD's, both specialists in colloidal chemistry, were assigned to the latter, and the pure research involved in their assignment led to findings of so much interest to science in general as to invite the reading of their paper on micelles at the *121st National Meeting of the American Chemical Society* held at Buffalo in March of 1952. A signal honor for a dry cleaning soap manufacturer.

Months and years were spent in comparing the detergency produced by different types of detergents in a wide variation of concentrations with wide variations of added water and wide variations in the degree of solubilization of the added water. In narrowing down the choice of formulas due consideration was given to the practicability of each formula from the standpoint of cost per hundred pounds of fabrics cleaned as well as adaptability to filtration and distillation.

The cleaning bath finally selected as coming closest to providing for the elimination of wet cleaning, without excessive wrinkling or other deleterious effects on textiles, and yet capable of meeting the practical requirements of a commercial dry cleaning plant, comprised a 4% solution of FORMULA 886 in which water was dispersed in such a way as to form spherical (*or nearly spherical*) micelles, small enough to pass through the pressure filter and yet not so small as to reduce detergency. In this state the 4% solution is perfectly clear, and its water content cannot be detected by the naked eye. However, if they could be made visible, these micelles would appear as tiny capsules, each consisting of a shell formed by 886, with minute quantities of water contained within each shell.

Inasmuch as the cleaning room worker had no facilities for determining when this condition existed, STREET'S started a research program for the design of suitable equipment for use by the layman in commercial plant practice. It was determined that the micelles reached the desired size and shape when the solubilized water in the filtered 4% 886 solution imparted electrical conductivity to the solvent which came within a relatively narrow range of values. A direct correlation was observed between the conductivity values of a 4% 886 solution and the micelle formations within the solution. It followed that if the conductivity could be controlled, the micelle formation would be controlled, providing that the solubilizing agent remained the same.

Components of the Conductivity Unit

There are three principal components: (a) the electrode assembly, (b) the Solubridge controller and (c) the automatic water dispenser.

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The function of the electrode assembly is to transmit the electrical conductivity imparted by the 4% solution to the Solubridge controller. The Solubridge automatically controls the water dispenser. The water dispenser introduces water automatically into the suction side of the filter pump.

STREET'S research staff, aided by a fellowship with an internationally recognized research foundation, developed an electrode assembly designed specifically for use in the pipe line on the discharge side of the filter. The 4% solution of 886 and solubilized water flow through the electrode assembly in the same condition as when contacting the fabrics in the washer. This electrode assembly, for which STREET'S spent many thousands of dollars in developing, designing and for patterns, is the heart of the conductivity unit.

The investment in this electrode assembly is too great to permit selling it at what would appear on the surface as a reasonable price. Therefore, STREET'S places this part of the unit with its customers without charge and with a certificate of authorization for its use. In addition to the pending patent on the over-all plan for conductivity control in drycleaning, STREET'S also filed for a separate patent on this one specific component of the unit. The balance of the conductivity unit comprises standard parts which STREET'S procures, assembles and ships prepaid to the customer at standard list prices, which results in a net loss to STREET'S on the transaction.

When the conductivity value is lowered as a result of the fabrics having removed some of the water from the 4% 886 solution, the Solubridge controller automatically opens a solenoid valve which permits water to enter the suction side of the pump until the original conductivity value has been reached. The setting of the dial determines this value. A pilot light is lit automatically whenever water is entering the line. When this solenoid valve is again closed, a second solenoid valve is automatically opened to permit water from the city water line to enter the water container which is equipped with a float valve to prevent overflow. It is impossible for both valves to be open at the same time. If the valve to the suction line should fail to close, no more water could enter the 4% solution than is held in the water container at the level at which the float valve is set. It is impossible for a steady stream of water to flow into the 4% solution from the water line. The whole operation is *automatic*. The exact amount of water is always present, regardless of weather conditions. The only manual operation is testing the solution to maintain a concentration of 886 between 3.8% and 4.2% at all times.

Conductivity control reduces the fire hazard when cleaning with petroleum solvents in that it eliminates the static otherwise present. The current passing through the electrode assembly and Solubridge controller presents not even the slightest hazard in that it never exceeds one ten-thousandth of one ampere (*0.0001 ampere*).

Setting of dial for individual requirements

A good starting point, while using the calibration on the particular plate in current use, is at a value of .7 in petroleum solvent and .6 in synthetic solvent.

These are not fixed values. There must be some allowance for the variance in standards established by individual operators; for the variance in original conductivity of different solvents; and for the variance in impurity buildup in different 4% solutions.

Long experience has disclosed that if the filtered solvent is activated with the recommended 4% of FORMULA 886, setting the dial at .7 for petroleum and .6 for synthetic provides for the optimum in cleaning efficiency with the optimum in safety in the majority of plants. At these points the automatic controls introduce sufficient water so as to charge the 4% solution with filterable micelles of the shape and size which impart the desired electrical conductivity to the filtered solution.

Conditions in one plant may prompt the operator to set the dial a point higher, while conditions in another plant may call for a setting of a point lower. This flexibility, if not abused, does not materially alter the size and shape of the micelles, providing the dial is never set lower than .5 or higher than .9. The complete dial is calibrated for a wide range of values from .3 to 3.3, but our activities are restricted to the relatively narrow range of .5 to .9. *See next page*▶

Perspiration and food stains are removed in the washer as never before in history through the combination of 4% 886 and filtered water, automatically controlled at a given electrical conductivity value.

Contrary to all previous methods, the filtered soap solution is charged with filterable water before any fabrics are entered. Street's controls automatically replace the water removed in subsequent cleaning. The filtered water remains at a substantially constant level. Automatically.

Filtered water, flushing through the fabrics continuously in the 4% 886 solution, removes infinitely more soil with greater safety than water which has been merely absorbed from the bath by the fabrics as in previous methods.

Regardless of relative humidity prior to cleaning—and regardless of relative humidity during dry cleaning—the water content of the fabrics in the washer, plus the filtered water remaining in the 4% 886 solution, is maintained at a substantially constant total by Street's Automatic Conductivity Control Unit.

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Missing link in the two-bath method

Long time users of the two-bath method often told you that there were occasions when the 4% solution happened to reach a certain condition which produced fantastic results. Their fervent plea was for some means of consistently duplicating that condition at all times.

NOW, with Street's Conductivity Control Unit, that "certain condition" is automatically maintained throughout the cleaning of each and every load. Now, regardless of relative humidity, all loads are equal to the former best loads. Conductivity control supplies the missing link.

Once the right setting is established, the dial is not changed. Regardless of changes in relative humidity, and regardless of variances in materials being cleaned, the dial remains fixed. The same formula is used for all classifications and in all types of weather. Nothing is left to the resourcefulness of the operator as far as the introduction of water is concerned. That is completely automatic. However, the operator must be relied upon for the manual testing of the 4% 886 solution through the use of STREET'S STRONG SOAP TEST KIT, as it is important to maintain a constant 4% concentration in order to produce the desired shape and size of the filterable micelles which are so necessary for the near elimination of wet cleaning without deleterious effects on the fabrics.

Running time in 4% solution

It was stated above that when using STREET'S method of conductivity control the same formula is used for all classifications. The same 4% 886 solution is used for all, and the setting of the dial is not changed when a load of whites follows a load of darks; or when a load of rainwear follows a load of silks; or when a load of soft woolens follows a load of spun rayon pants.

However, the same precautions should be recognized in determining running time as recognized in the old methods of cleaning. You previously resorted to only a very brief run in the washer while cleaning certain fragiles because normal mechanical action would result in damage to the fragiles. Take exactly the same precautions when practicing conductivity control. You previously held out certain fabrics, such as Angora wool, for cleaning by hand, because even the slightest mechanical action would cause felting. Take the same precautions now. No more or no less.

It is also important to observe the same old precautions in tumbling soft woolens by limiting tumbler temperature to 140°F for this classification.

When cleaning the standard classifications, use as a starting point a running time of 30 minutes on continuous with the 4% 886 solution in petroleum solvent and 10 minutes in synthetic solvent. These recommendations are advantageous in that the additional mechanical action from longer running time not only contributes to the removal of more soil, but also permits efficient functioning of the automatic controls for the introduction of water.

In plants where inadequate equipment in relation to tonnage cleaned demands more loads per day, the running time may be reduced to 20 minutes on 4% in petroleum and 8 minutes in synthetic. This sacrifice is not recommended unless absolutely necessary. If necessary to reduce time on some loads, but not on all, then select soft woolens and whites for the reduction.

When time permits, increase the running time on rainwear, reversibles, spun rayon slacks and sport shirts which are not affected by added mechanical action, and which are usually more severely soiled with both ground-in soil and water soluble soil. The added time helps materially in the removal of both types.

Conductivity Unit designed only for use with Formula 886

Do not attempt to use STREET'S AUTOMATIC CONDUCTIVITY CONTROL UNIT with *Anolite*, *J-P-S*, *Blendsol*, *Staticol* or any competing soaps, as the readings might be misleading.

It is well to bear in mind that the objective is to maintain a 4% concentration in which water is solubilized in such a way as to produce micelles of the desired shape and size. STREET'S CONDUCTIVITY CONTROL UNIT permits the automatic introduction of water during the cleaning of each load in just the right quantities to maintain a uniform micelle formation in 4% of 886. It does not follow that the same amounts of water would produce similar micelle formations in 4% solutions of *Anolite* or other concentrates or other charged soaps. Avoid distorted readings and uncertain results by restricting the use of the control unit to a 4% solution of FORMULA 886 for which it was specifically designed.

Months of commercial use in plants from coast to coast have proven beyond all doubt the practicability of STREET'S CONDUCTIVITY CONTROL UNIT. Imitators have a long way to go to reach this stage of perfection. Avoid costly experimentation by dealing directly with the inventor.

R. R. STREET & CO., INC.

561 West Monroe Street
Chicago 6, U.S.A.

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(*Continued from page 70*)

Election of officers followed the panel discussion. Melvin Porter, Spokane, was elected president; Robert Hammond, Tacoma, vice president; Howard Keeler, Seattle, treasurer; Don Spellman, Tacoma, permanent secretary, and Carl Von Harten, Vancouver, B. C., sergeant-at-arms.

Entertainment included a golf tournament, a Friday-evening dinner featuring the awarding of prizes, a ladies' luncheon, a men's luncheon and the annual banquet, followed by dancing.

A lot of credit is due the convention chairman, retiring president Tom O'Brien of Vancouver, and his committee for reaching an all-time high in both quality and attendance. # #

High Attendance at Orlando

THEIR MOST SUCCESSFUL convention, in the opinion of members of the Florida Institute of Laundering and Cleaning, was held May 29-31 at Orlando. Attendance was well over 400.

About half that number attended the special clinic for the cleaners held at Orlando Steam Laundry the afternoon of the second day and the morning of the third. Jack Ireland, Howard Reeves and Judd Randlett, all of the National Institute of Drycleaning, conducted classes and demonstrations on cleaning, finishing and spotting, respectively. Several operators brought as many as three employees.

At the business sessions speeches were given by G. W. "Bill" Boyd, on "Pattern for Profit"; W. A. Pellerin on "Horse and Buggy Merchandising," and Theodore R. Keiser on "Workmen's Compensation Self-Insurance."

Mr. Boyd, sales manager for the Sanitone Division of Emery Industries, told the assembly to "take down your not-responsible signs and put up 'responsible'." His talk on costs was illustrated with a trick necktie that rose when he mentioned overhead going up and fell when it was described as going down.

Mr. Pellerin, chairman of the board, Pellerin Milnor Corp., pictured trends in the industries from 1880 to the present. Get into sidelines that help carry your overhead, he advised, mentioning washing service at stores as an example.

Mr. Keiser, of Corporate Group Service, Inc., Orlando, told how participants in a compensation insurance pool could reduce their costs on this item. A separate company would be formed, he said. It had already received the sanction of the Institute but no action was taken at the convention.

AT FLORIDA MEETING, left to right: Harold F. Milton, retiring president; W. E. Crowson, new president; Marcus Milam and Warren B. Wiltshire, directors

Social events included a cocktail party, a water ballet show, a banquet and dance.

The following new officers were elected at the final session: W. E. Crowson, Bradenton Laundry and Dry Cleaners, Bradenton, president; Donald Wells, La Salle Cleaners, Coral Gables, vice president; Mrs. Ruby S. Dunning, Jacksonville, executive secretary-treasurer.

Directors include Charles Hodshon, Upton's Laundry, Dunedin; Everett Morrison, Morrison's Cleaners, Quincy; Henry Hodges, De Luxe Laundry and Cleaners, Miami; Herman T. O'Steen, Florida Cleaners, Jacksonville; W. T. "Duke" Warren, Jr., Warren's Laundry and Dry Cleaners, Ft. Pierce; Warren B. Wiltshire, Wiltshire Cleaners, Ft. Myers, and Marcus Milam, New Way Laundry, Gainesville. # #

Californians Hear Full Program

MEETING IN A NEAR-RECORD 435 strong at Hoberg's Resort in Lake County, California, on May 29-31, the California Drycleaners Association held a number of well-attended sessions. The keynote themes were rising labor costs and how to meet them, and how to meet today's marketing problems.

The first session Friday morning was opened by Emile J. Bouchet, retiring president. Robert Boyd, an engineer of the State Division of Industrial Safety, spoke on "Health Hazards of Cleaning Solvents."

The afternoon session featured Dr. Dorothy S. Lyle of NID, filling in for President Willard Cannan, who was unable to attend because of illness. A panel discussion on insurance, emphasizing the necessity of complete coverage, was moderated by Carl Knutsen.

Other Friday speakers were Ernie Heidersbach, R. R. Street & Co. Inc., on the two-bath method, and P. C. McCutcheon of Dow Chemical Company and John P. Grady of Adco, Inc., who discussed phases of promotion and selling.

Speakers on the Saturday program included R. K. Stein, on "The Equipment Manufacturer and the Charged System," and Claude E. Lucas on "Efficient Plant Operation." Taking part in a panel on the charged system were Mr. Gray and Mr. Heidersbach, John Young of Davies-Young Soap Co., Larry Sanchez of Krasan and R. A. Rouvellat of Lustrol.

The panel discussion in the afternoon took up cost control. John Brittain, Jr., was the moderator.

At the final meeting Sunday morning, with Garnet C. Bryan, the new president, presiding, "The Labor Outlook" was discussed by J. Hunter Clark of Oakland, and Jim Chisholm of Emery Industries, Inc., spoke on "Dollars at Your Door."

New officers, installed at the Saturday-evening banquet, are: Garnet C. Bryan, Pasadena, president; George H. Lobdell, Chico, president-elect; Steve D. Carroll, Long Beach, vice president; George Ruiz, Santa Clara, treasurer, and Paul J. Koenig, Oakland, sergeant-at-arms. George M. Shepherd continues as executive secretary.

New directors are: Frank J. Roberts, Eureka; Otto C. Seem, Red Bluff; Salvin Swanson, Sacramento; Emile J. Thomas, Jr., and Warren S. Cochran, San Francisco; Walter J. Brady, Larkspur; Arthur Calou, Oakland; Lowell Benson, Campbell; Herman E. Mathis, Berkeley; J. E. Burkholder, Carmel; Donald W. Higgins, Stockton; James C. Freeman, Fresno; Richard Newman, Taft; Norvell Bass, Santa Barbara; Rex H. Krammes, Oxnard; John Brittain, Jr., Monterey Park; Gene Russell, Ed Satchell, and Bart L. Christensen, Los Angeles; Graham F. Featherman, Long Beach; Jack Kelly, North Hollywood; Louis J. Kenney, Inglewood; Ralph Morris, Santa Ana; W. A. Garrett, Riverside; Leonard Koren, San Bernardino; Clay E. Lewis and Robert A. Hoffman, San Diego, and I. C. Adams, Brawley. # #

NEW CALIFORNIA OFFICERS, left to right: George Shepherd, George C. Lobdell, Garnet C. Bryan, Steve Carroll

SMILING DELEGATES indicate "a good time was had by all" at Helena

Meeting in Montana

A REGISTRATION of 160 delegates signed in for the annual convention of the Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming, held May 8-9 at Helena, Montana.

Substituting for NID President Willard Cannan, who was unable to attend because of illness, Norbert Berg, general manager of the NID, opened the speaking program. He delivered a message from Mr. Cannan and spoke briefly on the Institute's program.

The afternoon session opened with a talk by Cecil H. Lanham, in charge of personnel activities and director of education at the AIL. He was followed by James Chisholm of Sanitone Division, Emery Industries, Inc., whose subject was "Dollars at Your Door." He outlined the steps necessary to develop a sound selling program, and told delegates what they could expect if they spent a little extra time teaching their salespeople to sell.

John Gray of Adco, Inc., started the Saturday-morning business session with a talk on the charged system. Through actual case histories he showed what it had done for a number of drycleaners. According to Mr. Gray, the charged system has saved more money for drycleaners than any other system has been able to do for many years, resulting in some cases in increasing plant capacity by as much as 35 percent.

W. A. Pellerin, chairman of the board of the Pellerin Milnor Corporation, was the last speaker on the program. His analysis of "What Is Wrong With the Laundry Business" emphasized exorbitant selling costs. He gave examples, taken from actual plants, of profitable merchandising through on-location washing service at sales outlets.

On the entertainment schedule there was a ladies' luncheon, the famous Montana seafood dinner with the seafood flown in from Seattle, and the annual banquet Saturday evening followed by dancing.

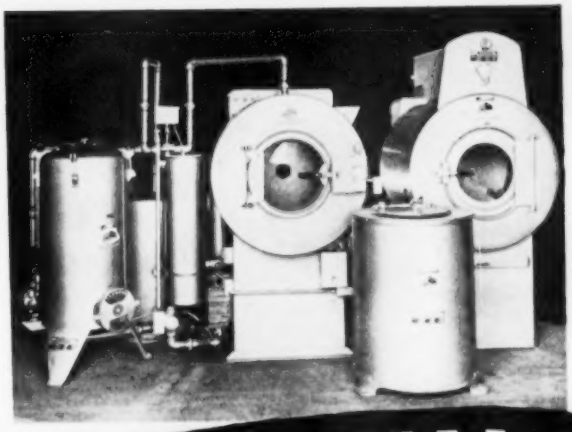
William Howard, Missoula, Montana, was elected president. Jack Burton, Medicine Hat, Alberta, Canada, was chosen vice president, and Larry Topel, Missoula, was elected secretary-treasurer.

Directors elected were: James Thane, Missoula; Don Topel, Great Falls, Montana; Jim Sleeter, Havre, Montana; William Templeton, Calgary, Alberta, Canada; Leonard LeRoux, Helena and Butte, and Don Clucas, Greybull, Wyoming. # #

"WAKE-UP COMMITTEE" at Montana meeting serenades Norbert J. Berg (third from left), general manager and secretary-treasurer of NID, with rendition of *My Maryland*

NEW OFFICERS of Montana, Southern Alberta and Northern Wyoming group, left to right, seated: William Howard, Jack Burton, Larry Topel. New directors, standing: Don Topel, James Sleeter, Leonard LeRoux, Don Clucas, Bill Templeton and James Thane

HAMMOND Atomic



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in Plants All Over the World!

The Hammond Atomic Drycleaning Unit now includes the new and more rugged Open end washer and Tumbler that means more speed, greater strength and increased efficiency... PLUS the new Floor Level Storage Tank for increased safety. This tank prevents any accidental loss of solvent from system due to overflow of washer during idle period.

Streamline your operations . . . increase profit . . . reduce overhead . . . save floor space, man hours . . . The HAMMOND Atomic Drycleaning Unit is doing just that in thousands of plants all over the world RIGHT NOW! Write today for complete information.

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Interested in 4% CHARGE

THEN ADCO'S 2%

ONLY NEW LIGHT-COLORED DRI-SHEEN 2%

HEAVY CHARGE

with no additional equipment or expense is your answer!

You operate just as you do with ¾% or 1% charge . . . No Rinse Necessary! With New, Light-Colored Dri-Sheen and *only* New Light-Colored Dri-Sheen can you get Heavy Charged System Results *without* new equipment or expenditure of monies for extra valves, pipe, tank, etc.

HEAVY CHARGE

gives results equal or superior to other charge systems at 4%!!

Don't get us wrong, Adco is 100% in favor of the heavy 4% charge for those plants who are equipped for 4% usage—washer-extractor machines or extractor rinse. However, many cleaners *at present* are unable to change their plant over for 4% usage—it is for these plants that we offer the 2% heavy charge.

New Light-Colored Dri-Sheen in 4% charge, in washer-extractor or extractor-rinse equipment produces the *'world's finest dry cleaning'*.

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For full details, and the immediate services of one of Adco's trained field technicians in your plant and with no obligation on your part,

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QUALITY-INTEGRITY ADCO DEPENDABILITY

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	APRIL	MAY
SALES	$1,799.05	2072.95
SALARIES & WAGES	1238.36	915.27
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ELEC., FUEL, OIL, WATER	299.67	291.69
OUTSIDE WORK	65.88	52.85
OFFICE SALARIES	157.50	157.50
OTHER ADMIN. EXPENSES	108.23	127.24
LOSS & DAMAGE		18.50
ADVERTISING	254.81	
COLLECTION & DELIV. SALARIES	207.67	207.68
OTHER COLLECT. & DELIV. EXPENSES	184.62	96.46
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PROFIT		$ 48.70

WHOLESALE CLNRS. MEET IN ATLANTIC CITY TO ORGANIZE "NATIONAL-ALLIANCE"... TO COMBAT PRESENT CHAOTIC CONDITIONS BETWEEN THE TAILORS, CLEANERS AND DRIVERS.

10 YEARS AGO.... JULY 1943

—'NAMES IN THE NEWS'—

PENNSYLVANIA SALT CO. PROMOTES FRED PRINGE TO 'MANAGER OF SALES,' MOVES J. STANLEY HALL TO 'MANAGER OF THE LAUNDRY & DRY CLEANING DIVISION.'

S. E. MOORE, ANNOUNCES CARMAN & CO. Inc. PURCHASE OF L. R. MACE CO., ROCK ISLAND, ILL.

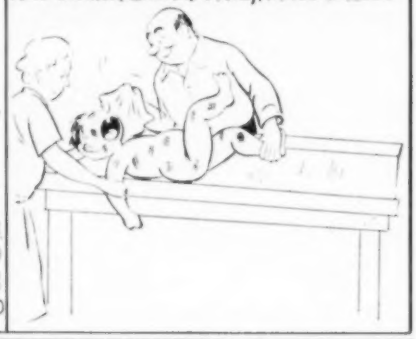
I. W. (RED) BARNETT APPOINTED SALES MANAGER OF CLOPAY CORP., CINN., OHIO.

C. B. KASSON, R.R. STREET CO., ENTERS THE NAVY AS LIEUT. J.G. IN AIR CORPS.

"ECONOMIST WONDERS, WILL IT BE 'BOOM' OR 'BUST' AFTER WAR II"

CIVIL WAR BOOM LASTED 8 YEARS.
WORLD WAR I BOOM LASTED 10 YRS.
WAGES UP 59 POINTS FROM 1914-18
WAGES UP 70 POINTS FROM 1918-20
LIVING COSTS UP 48 POINTS 1914-18
" " " 52 " 1918-20

OTTAWA, ONTARIO, CANADA, CLEANER GETS JOB OF RENOVATING SMALL BOY WHO FELL INTO FRESH TAR PUDDLE.. SOLVENT, SOAP AND WATER CLEANS FACE, HANDS & LEGS



"PLEASE, MR. KLOTZ, I MUST ASK YOU NOT TO PLAY WITH THE DOG.... WE'RE TRAINING HIM ON BIRDS"

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

"Don't shoot till you see the whites of their eyes"

Good advice, but for a really effective way of making those pesky moths bite the dust try MONITE! It's sure-fire moth protection . . . always a customer-clincher . . . and yet it costs the cleaner so little. Only 1½ cents per average 3 lb. garment . . . and it's applied in the wheel, no extra labor or equipment required.

MONITE INSURED MOTH PROOF CLEANING PROCESS

Adco, Inc.

Manufacturing Chemists Since 1908
Sedalia, Missouri, U. S. A.

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QUESTIONS and ANSWERS

Yarn Slippage From Loss of Sizing

What caused the stretching or pulling of this garment across the back?—*E.L.C., Georgia*

This is rather a common type of damage, known as yarn slippage. It is due to the yarns slipping over each other, which results in a distorted condition in the weave.

Sometimes the type of weave itself is conducive to this type of damage. A leno type weave, for example, is woven in such a manner that there is nothing to secure the loop over the yarn. Therefore, in such weaves a serious problem is presented to the drycleaner because even the slightest mechanical action is sufficient to cause distortion.

Perhaps the most common cause of yarn slippage is the loss of sizing from the fabric. Sizings are sometimes used not only to impart a certain feel to the fabric but also to hold the yarns from slipping in a loosely woven fabric.

In this garment it would appear that a loss of sizing from the back of the dress has been caused by perspiration which has dissolved the sizing or dressing used on the fabric. As a result, when the garment was cleaned yarn slippage occurred in this area. Had it been the fault of the cleaning process the damage could not have been confined to such a localized area.

White Cotton Jacket

We would like to know the cause of the damage to this white cotton jacket.—*L.G.H., Puerto Rico*

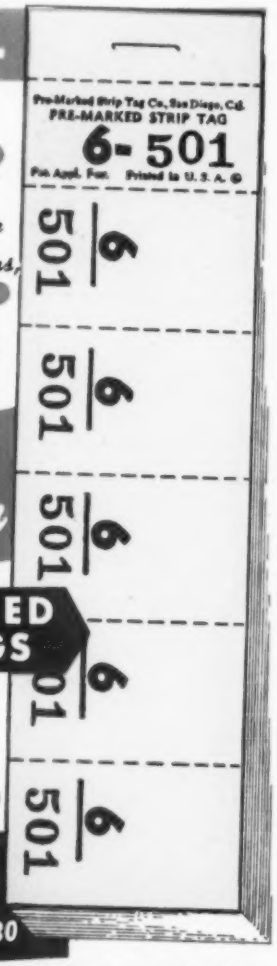
The appearance of this garment is due to a condition called "oxycellulose damage." It is caused by overbleaching—either with a strong, harsh bleach such as potassium permanganate, or through repeated bleaching. It would appear that the latter is more likely in this instance.

When a cotton fabric is continually exposed to strong oxidizing bleaches the oxidation will eventually be sufficient to completely break down the tensile strength of the fiber, causing it to become so weak that the fabric will literally fall apart.

Unfortunately, the man who last bleaches the garment is generally blamed for the damage when actually it is the result of a cumulative deterioration that has taken place over a period of time. The first man to bleach the garment might even have had the most to do with the damage that finally occurred. On the other hand, the customer must realize that a garment that has to be bleached repeatedly will be affected at least to some degree by the oxidation process required to keep it looking white. This might even be considered as normal wearing out.

HOW CAN I ESCAPE-

Ink-marking stains?
Garment Losses?
Hand and Machine marking, costly errors, illegible numbers?
-AND SAVE 50% CHECKING, MARKING TIME



All this, and More-Eliminated by Proven
PRE-MARKED STRIP TAGS
10-BRIGHT COLORS! No's. 1 to 30 in each color - 300 color combinations
$3.30 BOX (white) $3.50 BOX (colored)
1000 strips per box, Each box - No. 001 - 1,000
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Time Saver Space Saver

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For topping and conditioning before finishing

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THIS IS STEP No. 1 in silk-finishing. You'll use it for topping and conditioning to speed the entire finishing operation. Cissell engineers designed this marvel of conditioners to give you an extra volume of steam and plenty of hot air. Press a pedal and thoroughly steam; brush while steaming and, when necessary, use Cissell Water-Spray Gun to break down hard-set wrinkles. Lock air pedal in position and let garment dry. Garment is restored to its original shape and soft finish. What could be easier? $310. F. O. B. Louisville, Ky.

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NEW MODEL ONE-HUNDRED

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Built by COLUMBIA Means—

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- YOU GET THE BENEFITS OF 25 YEARS OF DRY CLEANING "KNOW HOW"
- YOUR MACHINE HAS BEEN PROVED BY HUNDREDS OF SUCCESSFUL CLEANERS
- YOUR EQUIPMENT HAS BEEN ENGINEERED TO MAKE PROFITS FOR YEARS TO COME
- YOU HAVE A SOLID INVESTMENT—WITH LOWER FIRST COST—LOWER OPERATING COST

FITS YOUR FLOOR PLAN · YOUR PURSE · YOUR FUTURE

Practical experience . . . 25 years of knowing what dry cleaners need . . . are reflected in the design of this equipment which enables your space to earn a maximum return. The three components of your COLUMBIA system may be placed to suit your individual conditions with an arrangement to save steps, space and time. Write for full information today.

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Chemicals you live by

Now, if you can provide sulphur fumes . . .

The speaker will be able to remove the fruit and vegetable stains by burning some sulphur in a shovel, moistening the coat and directing the sulphur fumes to the spots through a funnel made of rolled paper. This is according to the most reliable sources of 1871.

Well, you would expect things today to be easier—not only easier but faster and better. Today you need only phone your DIAMOND distributor to get the finest cleaning solvents ever made.

DIAMOND ALKALI CHEMICALS®

DIAMOND PERCHLORETHYLENE and CARBON TET

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO

Newcomer Goes to School

Report on first two-week educational conference for NID associate members

by HANK MOZDZER

May 9, 1953

Dear Blondie:

Here's another NATIONAL CLEANER & DYER man taking one of NID's several concentrated courses in drycleaning.

Just because you never heard about this two-week educational conference for associate members of the National Institute of Drycleaning doesn't mean it's a fly-by-night affair. Actually, this session which started May 4 and runs through the 15th at Silver Spring is the first one ever held. And it was endorsed by the LCATA. It's an intensive course designed to give allied tradesmen an over-all picture of the drycleaning industry in as short a time as possible. I understand manufacturers and distributors of machinery and supplies have been clamoring for just such a course for years.

It is certainly ideal for a newcomer like myself and the boss thought it would be the fastest way of indoctrinating me in the business. One member firm thought enough of the setup to send three of its men down. That's the Wallerstein Company which sent Jim Stangohr from Chicago, Charles Mitchell from Philadelphia, and you no doubt know that Jim E. Fitz-Gibbon is here from the New York office.

Not all the students are newcomers to the drycleaning industry. We're fortunate in having some of the industry's young old men on hand, too. Gene de Hegh is taking a refresher before heading out for the Great Northwest as an NID field representative. I know you'll recognize Burrill Gottry's name as a steady fixture with the Butler Manufacturing Company. He's been with the Kansas City, Missouri, office for the past four or five years. And if you've ever taken a swing of the Southeast you must have met Bob Snow and George Hilliard of F. H. Ross and Company. Bob's in Birmingham and George in Raleigh, N. C. (Will always remember Hilliard's answer to someone who asked him if he came from the Deep South. Drawing himself up proudly, he said, "Suh, where I come from anybody that lives in Birmingham is considered a Yankee.")

All in all, there are 13 of us in this pilot session. Nick Strike (sometimes referred to as "Mr. Ajax" for short) is acknowledged to be the student from furthest out—Western Laundry Press Co., Salt Lake City, Utah.

You asked me what sort of housing accommodations they have down here. Well, Miss Michelsen, the registrar at NID, who probably knows more people in the industry than any other woman in the U. S., has a list of furnished rooms in private homes around Silver Spring. I am doubling up with Tom Mullen, Jr., of Emery Industries, Sanitone Division, N. Y.—and many a fine talk we're having on the charged system. We have a very good and reasonable room only five minutes walking time from the Institute. A couple of the boys who brought their wives along have nice rooms with kitchen privileges.

The first day after registration, we all got together and exchanged introductions. About the only name we had no difficulty remembering at first was Jimmy Valentine, Jr.—who represents the Virginia-Carolina Laundry Supply Corporation in Washington.

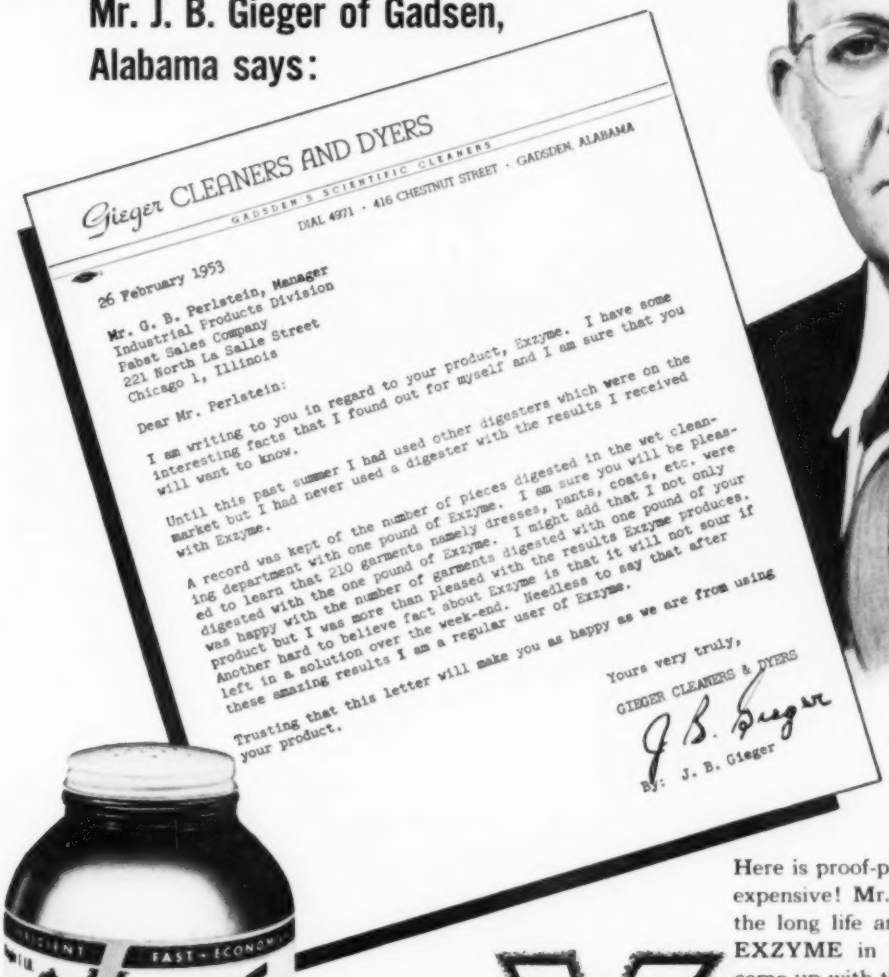
After a brief welcoming ceremony, William B. White, director of industry relations, took us on a personally conducted tour of the Institute plant and its administrative offices.

As for the classes themselves, they are held Monday through Friday from a very early 8 o'clock in the morning to 5 in the evening. The course consists of material selected from the general three-month course and incorporates certain phases of the management course. Each lecture is approximately 45 minutes long while

ALLIED-TRADES STUDENTS at their first special NID course receive a visit from Bill White (standing)

BELIEVE IT OR NOT (with apologies to Ripley)

210 Garments digested with one pound of EXZYME in the presence of witnesses. Mr. J. B. Gieger of Gadsen, Alabama says:



Gieger CLEANERS AND DYERS

GADSDEN'S SCIENTIFIC CLEANERS

DIAL 4971 · 416 CHESTNUT STREET · GADSDEN, ALABAMA

26 February 1953

Mr. G. B. Perlstein, Manager
Industrial Products Division
Pabst Sales Company
221 North La Salle Street
Chicago 1, Illinois

Dear Mr. Perlstein:

I am writing to you in regard to your product, Exzyme. I have some interesting facts that I found out for myself and I am sure that you will want to know.

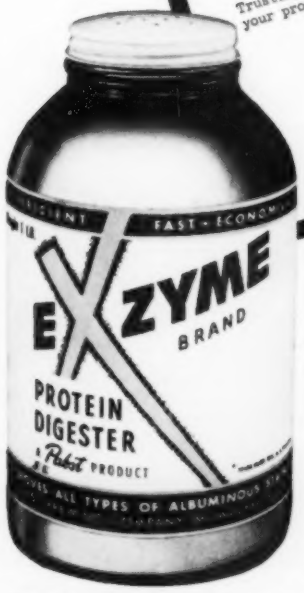
Until this past summer I had used other digesters which were on the market but I had never used a digester with the results I received with Exzyme.

A record was kept of the number of pieces digested in the wet cleaning department with one pound of Exzyme. I am sure you will be pleased to learn that 210 garments namely dresses, pants, coats, etc. were digested with the one pound of Exzyme. I might add that I not only was happy with the number of garments digested with one pound of your product but I was more than pleased with the results Exzyme produces. Another hard to believe fact about Exzyme is that it will not sour if left in a solution over the week-end. Needless to say that after these amazing results I am a regular user of Exzyme.

Trusting that this letter will make you as happy as we are from using your product.

Yours very truly,
GIEGER CLEANERS & DYERS
J. B. Gieger
By: J. B. Gieger

Mr. J. B. Gieger



Here is proof-positive that digesting is inexpensive! Mr. Gieger took advantage of the long life and non-souring features of EXZYME in the oversized pound and came up with this amazing demonstration of economy.

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SPOTTING-BOARD PRACTICE follows lecture period on stain removal. Instructor Judd Randlett (far right) looks on

WETCLEANING PROBLEM is tackled by three students with solutions they themselves have prepared. Instructor Randlett behind pipe

the two daily sessions in the cleaning plant run to 1½ hours each.

The schedule for the first week went something like this: We'd start off the day with a lecture by Judd Randlett on the why's and wherefore's of weaving and wearability of natural and synthetic fibers. It didn't take us long to separate the woof from the warp, and to get a new slant on the so-called "miracle fibers." The burning test used to identify cloth by the color of the flame, the condition of the ash and its aroma proved very interesting even though at times it was difficult to distinguish the odor of wool from burnt fingertips.

The second lecture during the first week was handled again by Judd Randlett and dealt with practical spotting. During the 1½ hours that followed, half the group had a chance to try out the recommended procedure on such stains as caramelized sugar, iodine, oil, grass and nail polish—to name just a few. Not many of us realized that lipstick smears, for example, may be treated with such preparations as dry spotter, oily-type paint remover, synthetic detergent, ammonia, acetic acid, general formula and may lastly be bleached before the last traces are finally removed. Bill Lesterick, another NID field representative in the course, got to be quite a sharpshooter with the steam gun before we finished this phase of study.

While one group worked the spotting boards, the rest of us got a chance to learn something about the machinery in the cleaning room. Under Jack Ireland's instruction we covered both the petroleum and synthetic drycleaning systems, learned something about filtration and distillation, and by the time we were through none of us would ever again mistake a tumbler for an extractor.

I might add that the two lectures summarizing NID's research on the charged system met with a great deal of interest. We had the opportunity of seeing the gadget the previous class had rigged up to check the relative humidity of the solvents and no one was busier drawing diagrammatic sketches of the setup than Don Evans of the American Cleaners Equipment Company. Many of the boys felt that, because of the current interest in the charged system, that part of the course alone was worth the price of admission.

We'd finish off every morning session with a lecture on applied science by Walt Marple, who brought us up by atom and molecule to the point where we could

EXPECTANT AUDIENCE awaits film on sales promotion techniques. At camera, psychologist Chuck Brown

CLASS TRIES ITS HAND at wool finishing. Instructor Howard "Pappy" Reeves keeps an eye on the crease

IN DRYCLEANING ROOM instructor Jack Ireland (hand on wheel) explains merits of petroleum and synthetic cleaning machinery

"Dodge economy is tops!"

How you can cut pick-up and delivery costs with new Dodge *"Job-Rated"* trucks

Save time, serve more customers

Dependable Dodge engines (100 to 171 h.p.) keep trucks on the road, out of the shop. Famous Dodge maneuverability, unequalled by other leading makes of trucks, saves time in parking, turning, getting in and out of tight spots; lets you serve more customers. And proved Dodge economy of operation helps fatten up a slim margin of profit!

Cut driver fatigue, customer complaints

New, no-shift Truck-o-matic transmission with gyrol Fluid Drive . . . available in ½-, ¾-ton models . . . cuts driver fatigue, lets him do a better job. High, 55" panel body means that even long dresses and coats won't drag on the floor and pick up dirt. Smart styling builds prestige for your business. Prove for yourself that Dodge gives you more for your money. See your friendly Dodge dealer.

says **William P. Paros,** *Oriental Cleaners, Joliet, Ill.*

"We drive three Dodge panel trucks one hundred miles per day, six days a week. And we are completely satisfied with the performance we receive.

"My drivers say the trucks are comfortable and ride well—visibility is excellent. They especially like the short turning diameters which help them park in crowded areas. One of our trucks, calling on farm customers the year around, has never even been stuck in mud or snow."

DODGE
"Job-Rated" TRUCKS

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UNUSUAL FABRIC DESIGNS which present problems to drycleaner are pointed out by instructor Randlett (far left)

DRYING DRESS ON WINDWHIP is demonstrated in the wetcleaning department. Students are all attention

understand why certain soaps broke down and why others did not. Most of his lectures were so introduced that they tied in with other material we would be studying during that particular day. Thus, a lecture on distillation would be fresh in mind when the class met again in the cleaning room. We got into hard and soft water, synthetic detergents, Stoddard solvent and eventually got our Rh's and pH's straight.

The afternoon session would begin with a production management lecture which opened our eyes to such problems as workflow, departmental layout, production control, basic principles of motion study, the techniques of establishing a wage incentive program. Bob Cowie was in charge of this class.

Daily passouts on subjects covered aided immensely in later review and further reference. Another interesting technique in these and other lecture sessions is the use of a large chart outline of the subject matter being discussed. This helps to emphasize the important points and saves the instructor time since he does not have to stop and write the points down on the blackboard.

Following this lecture the group was again split in two and sent over to the cleaning plant. Thus, those who had been spotting in the morning would have the chance to work out in the drycleaning room in the afternoon.

The last lecture of the day was devoted to the study of human relations and sales, with Chuck Brown as instructor. Most of us suspected that there were individual differences between people but we never dreamed that we might be classified as hysteroid extroverts or epileptoid introverts.

One high spot of the lectures was the demonstration proving that people can become upset over a trivial change in a pattern of doing things. For example, we were asked to spell "Philadelphia" eliminating every other letter. Quite a few of us had difficulty spelling it right using all the letters.

Other portions of the course touched on employee training, labor-management relations, sales approach and writing effective sales letters. The course was not designed to make one a psychologist, but rather to bring problems to the surface where they may be recognized and analyzed.

Well, one more rinse and I'll tumble off to bed.

Studiously yours,
Hank

(*Continued on page 92*)

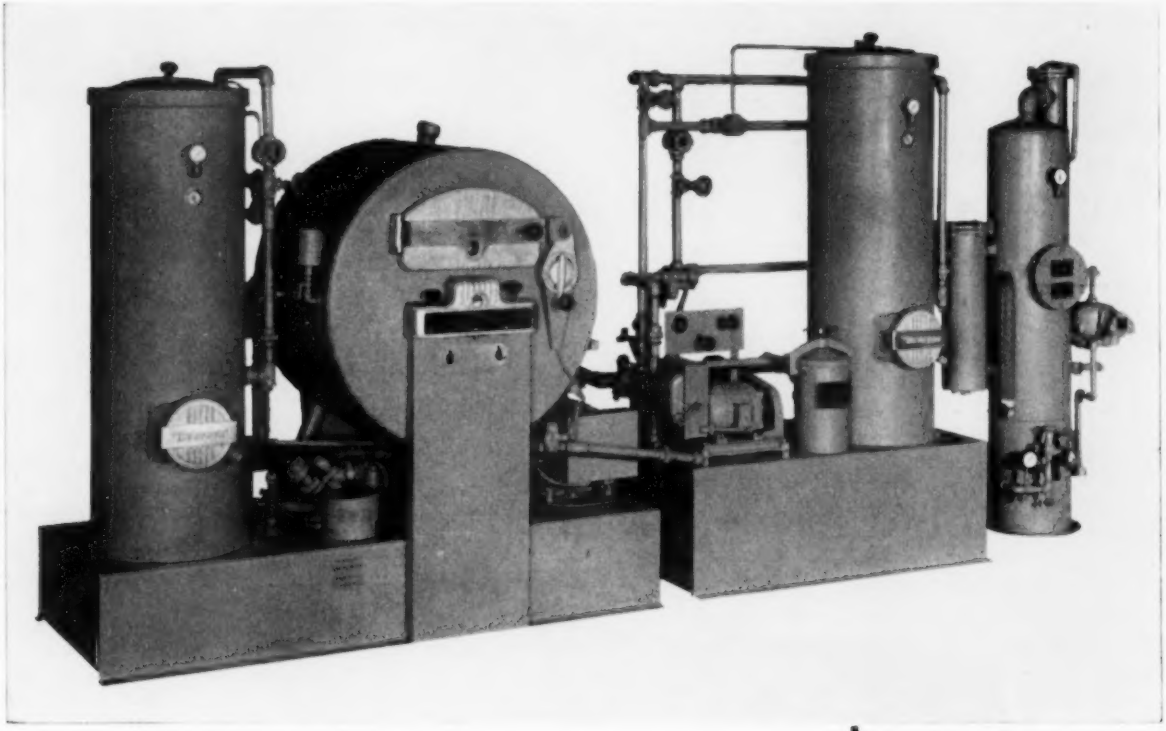
GRADUATION DAY for students of first allied trades course. Left to right, front row: Burrill O. Gottry, Butler Manufacturing Co.; Donald L. Evans, American Cleaners Equipment Co.; Robert F. Snow and George Hilliard, F. H. Ross and Co.; James E. Fitz-Gibbon, Wallerstein Co. Second row: Thomas J. Mullen, Jr., Emery Industries, Inc.; William G. Lesterick, NID; James B. Stangohr, Wallerstein Co.; James Valentine, Jr., Virginia-Carolina Laundry Supply Corp.; Charles Mitchell, Wallerstein Co. Rear row: Nicholas L. Strike, Western Laundry Press Co.; Gene L. de Hegh, NID; Hank Mozdzer, NATIONAL CLEANER & DYER

4% SSS

TWO-BATH METHOD

No transfer of fabrics

May be used with any size or model Mercury Unit



Highly successful Two-Bath operation has been used by hundreds of Mercury owners through use of 2 or more Mercury washer-extractors; with manual transfer from 4% unit to washer-extractor holding only clear rinse solvent.

It is NOW possible to achieve this result with NO TRANSFER of FABRICS using ONE Mercury washer-extractor and the rinse-bath tank and filter shown above, at right. After normal cycle with 4% SSS in washer-extractor, clear solvent is pumped into and out of the washer-extractor housing from the rinse tank shown above, at right.

Complete cycle of 4% SSS operation, and rinse bath, is from 30 to 40 minutes per load. The 50 GHP Still at far right (optional), is for clarification of rinse solvent only. Total floor space required: 3 ft. x 12 ft., with Still.

Pictured above is Mercury 48 - lb. washer - extractor with filter-rinse bath and 50 GPH Still. For use with 140° F. or Stoddard solvent.

Also available in 36-lb. size.

DRY CLEAN WITH DRY HANDS

MERCURY

Mercury Cleaning Systems, Inc. — 1817 Benson Avenue, Evanston, Illinois

When writing to advertisers please mention The NATIONAL CLEANER & DYER

(*Continued from page 90*)

May 16, 1953

Dear Blondie:

Well, I made it! From now on, if you want to know anything about the drycleaning business—just ask me.

During the second week the practical courses in spotting and drycleaning were dropped and the group was given the opportunity of trying its hand at wetcleaning and finishing.

Howard "Pappy" Reeves handled the wool and silk finishing. He demonstrated the proper method and abetted his lectures with outlines and films wherever possible. We got a big kick pressing up trousers and coats. I'm sure we'll never be able to look at another press job without frowning at embedded buttons or double-creased pleats.

On the wetcleaning side, again under Judd Randlett, we dealt with more extensive stains and learned about the use of bleaches, strippers and detergents by actually working on the garments. Some of those spots had the dang knack of reappearing when the material dried. Embarrassing.

Judd also handled the second-week course in current industry problems. Here garments sent in by member drycleaners were analyzed and the blame put on either faulty manufacture, the customer or the drycleaner. The Institute gets thousands of these garments each year so we had an excellent opportunity of seeing the most common representative problems.

We saw good examples of what can go wrong with flockprint material, how insects attack garments, the problem of bias cuts and shrinkage. Also, the effect of sunlight and the use of fugitive dyes were readily recognized. You know, in the analysis lab they can even track down invisible stains and show you the teeth marks where a roach made a meal out of some tasty fiber.

Let's see, the courses kept coming so fast I may have left one out. I nearly forgot about the business administration course which gave us some inkling of cost analysis and expense classification. It gave us some insight into the double-entry method of bookkeeping and clarified points in the preparation of profit-and-loss statements. It was the first time many of us learned that the drycleaning industry has its own unified accounting method for keeping records. This is pretty important stuff, for instance when you want to see how your operational expenses or advertising budget compare with that of other drycleaners in the country.

All in all, the course was really an eye opener. Even the oldtimers in the field had to admit that they learned something. They regretted only that such an educational program was not available when they were starting out in the game.

Perhaps the most outstanding reaction to the course was that we white-collar men wanted more practical experience working with garments and machinery in the drycleaning plant. As the course was originally set up about one-third of our time was devoted to practical work in the plant and two-thirds to drycleaning theory. Lemme at that mushroom press!

See you soon,
Hank # #

Tag *is a* **tag** *is a* **tag** *is a* **tag**

but

when you want
system flexibility
positive identification
customer satisfaction
and the ease of "snap on, snap off" operation
. . . look for this label

Now made with improved wet strength fiber or cloth in 9 colors and white. Standard size, 1" x 2½" . . . other sizes available. Printed or plain.

ARMA Daily Delivery Tags *are made only by*

Pittsburgh Tag Company

1112 Galveston Avenue **Pittsburgh 33, Pa.**

"See your Jobber or write direct"

When writing to advertisers please mention The NATIONAL CLEANER & DYER

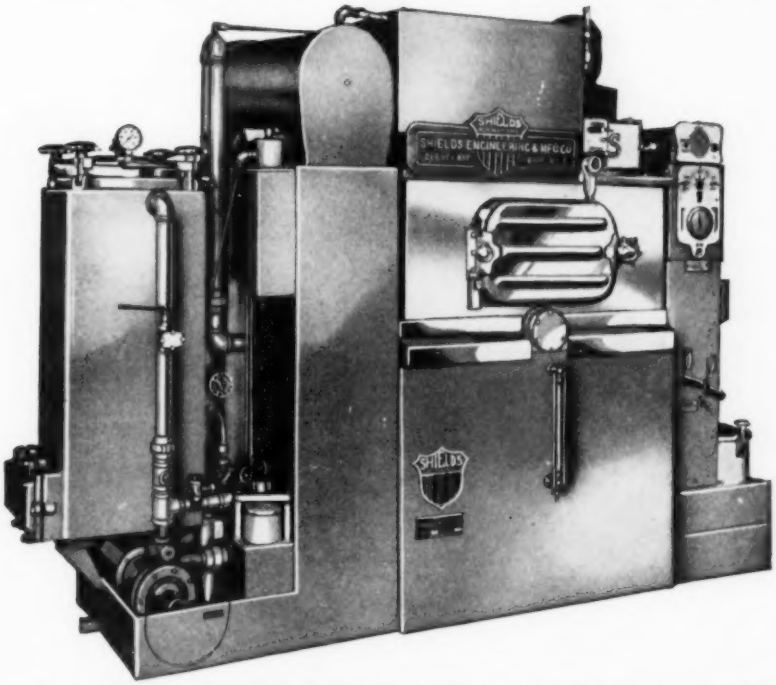
SHIELDS *synthetic* DRY CLEANER

with recovery

COMBINES

Brilliant Engineering with *Precision Craftmanship*

To Produce the Industry's Outstanding Unit!



NOW AVAILABLE with Attachments for independent Soap Charge System and Water Repellent Treatment—for new R-51-A Models and R-51-A and R-51 Models now in use. Requires 6-8 minutes of operating time. Solutions are used over and over again giving further economy in operating the unit.

MANY OTHER FEATURES include design developments and operating techniques that make this SHIELDS PERCHLOR UNIT outstanding for economy of Space, Time and Labor. Write for complete literature—You'll quickly appreciate the reasons for Shields Superiority.

COMPARE AND YOU'LL BUY A SHIELDS—THAT'S WHAT MANY LEADING DRYCLEANERS ARE DOING. *NO INCREASE IN PRICE!*

SHIELDS PERCHLOR UNIT

Shields

ESTABLISHED 1915

ENGINEERING AND MANUFACTURING CO.

273 EAST 156th ST. • CLEVELAND 10, OHIO

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Like Asbury Park, New Jersey and the National Marbles Championship

STOD-SOL and STOD-SOL *Test Bundle Service* GO TOGETHER

When progressive drycleaners "knuckle down" to the task of increasing business and profits, they find their best ally in Stod-Sol, the original Stoddard solvent. As the nation's leading drycleaning safety solvent, Stod-Sol — together with Stod-Sol "Test Bundle" Service—will improve your plant efficiency, the quality of your workmanship ... and of course, your volume of business. Ask your Stod-Sol distributor for details.

ANDERSON-PRICHARD INDUSTRIAL NAPHTHAS ... 140-F

PRODUCERS REFINERS

Anderson-Prichard *Oil Corporation*

OKLAHOMA CITY, OKLA.

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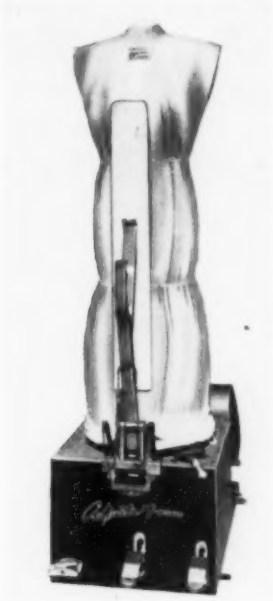
NEWS NOTES

IN THE TRADE

White Adjusta-Form Bags



The Wichita Precision Tool Company, 450 N. Seneca, Wichita, Kans., has announced that it is now equipping all Adjusta-Forms with white nylon form bags in place of the black nylon formerly used. Since cleaning is an important part of air-form bag maintenance, it is felt that the white bag will encourage maintenance procedures.

According to Wichita, the white nylon is also preferable because the color of black nylon has been found to be impaired by atmospheric corrosion. Dirt, grime, moisture and gases in the air in combination with heat worked to cause color deterioration.

Jobbers can supply the new white bags for Adjusta-Forms now in use. Black bags may still be obtained but only by special request.

New Still Tank Units

Two new still tank units have been added to the U. S. Hoffman Corporation's line of drycleaning machinery. Known as the AA-25 and the AA-50, they have been designed principally as accessories to the Hoffman H-Jet 35 and 70 units, but Hoffman engineers state they are also well suited to various drycleaning-plant problems.

For example, Hoffman suggests, the units may be used in the small plant for solvent storage for either a single- or two-bath operation. Also, they will be useful when a change to a strong-soap solution calls for more distillation. With the new still tank unit, dirty solvent can be held in the tank while clear solvent is drained, without losing time for distillation.

It is also expected that the new units will find a place in large plants equipped with several washer-extractors, where it will be possible to dump dirty solvent and drain clear solvent from one AA-50 unit.

The new models consist of a Model AA still, a new oversized pump with manual starter, and a vertical compartment tank, all mounted on a steel base, factory-piped and wired for service connections. The lower section of the tank will be used for dirty solvent and still feed, the upper will receive the distilled solvent. Both sections have magnetic float gauges, inlet, outlet, drain and vent connections.

The double AA-50 unit has a capacity of 190 gallons dirty solvent, 180 gallons distilled; the model AA-25 holds 140 gallons of dirty and 130 gallons of distilled solvent.

The fact that the new still tank unit works vertically is pointed out as a space-saving advantage.

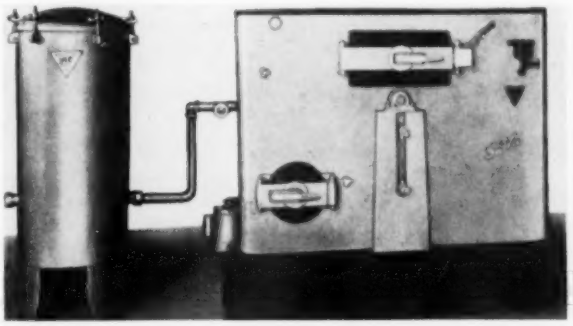
Solvent Humidity Gauge

A new solvent humidity gauge, designed to measure the moisture content within charged solvent at all times during the cleaning cycle, has been introduced by Serdex, Inc., 91 Cambridge St., Boston 14, Mass. The gauge incorporates the Serdex Laboratory Standard Hygrometer.

According to the manufacturer, the gauge is simple to use, requiring no charts and no adjustments, and is easy to install, coming complete with fittings and requiring only two connections. The air chamber of the gauge is installed and held in constant balance with the washer, and it is said there is no fluctuation due to external conditions.

The instrument is nonelectric, and meets fire and insurance regulations. It is made of cast aluminum, weighs about seven pounds, and is 6⅝ by 6 by 4¼ inches in dimensions.

New Sol-Vic Drycleaning Unit Introduced



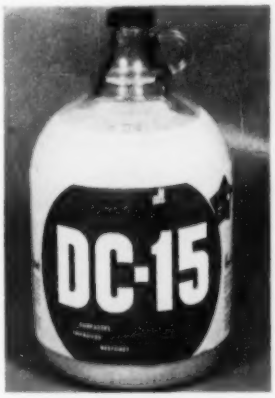
The newest addition to the Vic line of drycleaning equipment is the 140 F Sol-Vic, a combination washer and extractor which will handle up to 48 pounds.

The new Sol-Vic unit is compact and streamlined in design. It is engineered for use with petroleum solvent, and is easily adaptable to strong soap operation. It is built on the company's special four-spring action base, thus needing no special foundation, according to Vic.

Other improvements include a larger (30 by 22 inches) cylinder, a larger (1500 gph) filter and a built-in timer.

Further details can be had by writing Vic Cleaning Machine Company, 1313 Hawthorne Ave., Minneapolis, Minn.

Sizing for Synthetics



A new-type sizing for all synthetic fabrics, known as DC-15, is in increasing demand for sports shirts, slack suits and summer washables, according to Robert Black, sales manager of the Wheat Products division of The Keever Starch Company, Columbus, Ohio. Introduced by Keever this spring, DC-15 is designed to improve the appearance, body and finish of synthetics, including blends containing cotton.

According to the manufacturer, garments treated with DC-15 have the same feel and luster as when new, can be pressed easier and faster, lose their wrinkles and regain original draping qualities.

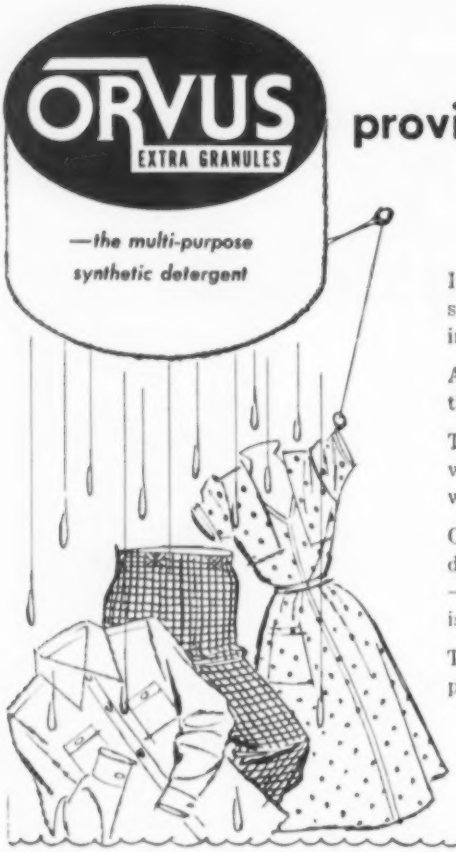
DC-15 is a concentrated liquid, and may be used for either immersion or spraying.

More Street Spotting Kits

R. R. Street & Co. Inc., Chicago, has announced that it has made available an additional supply of its new "Instructor" spotting bottle kits and Simplified Spotting Charts.

The bottle kit contains seven Street's formula bottles, plus three extra "Secret Formula" bottles. The latter are dropper-top bottles of the "service" type, with a satin-etched writing surface at the top of the label on which the spotter may write the ingredients in pencil or crayon. These bottles are most adaptable, Street's says, for use on the spotting boards to hold such basic chemicals as ammonia, acetic acid, etc.

As in the past, these free



provides EXTRA cleaning power · · · and safety in wet cleaning!

In most cleaning plants, many of the garments received need spotting. Many need a complete wet job cleaning job—particularly in the summer months.

A lot of plants are successfully and safely handling the big bulk of their spotting and wet cleaning with Orvus Extra Granules.

This *complete* synthetic detergent is readily soluble—even in cold water. You can count on its excellent cleaning properties in hard water or in the presence of alkalies, acid or strong salt solutions.

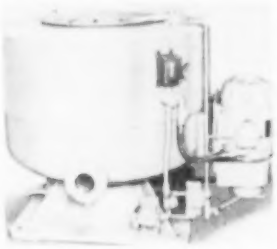
Orvus Extra helps to prevent graying of woolens, curtains and delicate fabrics. It helps give garments a wonderfully soft "hand"—and you're safe from odor troubles even if some Orvus Extra is left in the fabric.

The "Extras" in Orvus Extra are *real!* Your first order will prove it.

Procter & Gamble CINCINNATI, OHIO

"Instructor" spotting bottle kits are being distributed by authorized jobbers and distributors of R. R. Street & Co. Inc.

Fletcher Junior Model



Fletcher Works, Philadelphia, Pa., has introduced a new addition to its line of drycleaning and laundry extractors, a 36-inch "Junior" model. This open-top machine is equipped with self-balancing characteristics, obtained through the use of large steel springs placed near the basket.

The capacity is 10 cubic feet, equivalent to about 110 pounds of garments for drycleaning or about 130 pounds dry-weight laundry.

With its 33-inch, 90-pound model, introduced several years ago, Fletcher points out that it now builds two intermediate-sized extractors between the 30-inch and 40-inch machines.

Solvent Humidity Control

Application has been made for a patent on a new automatic device recently perfected by National Cleaners Chemical Manufacturing Company. Called the National Automatic Electronic Drycleaner, the device is designed to control humidity in solvents.

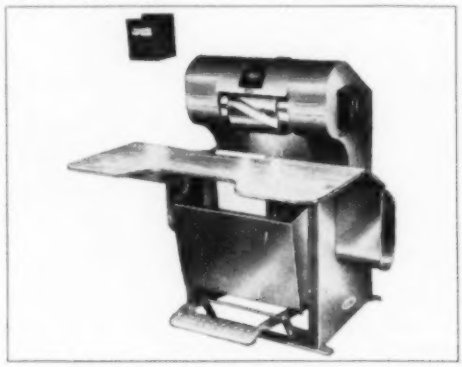
According to the manufacturer, this equipment, connected to the washer, automatically computes and feeds the proper amount of moisture electronically for each load. In so doing, National states, it automatically compensates for relative humidity of garments; adjusts relative humidity of solvent and garments; adjusts moisture addition for varying sizes of loads; determines moisture need of average fabric composition within each load, and maintains uniform conductivity in charged solvents.

The manufacturer points out that these controls eliminate re-runs, speed production and keep cost down. Volume can be stepped up without fear of miscalculation by hurried or inexperienced employees, it is stated.

For further details write to National Cleaners Chemical Manufacturing Company, 2807 W. Lake St., Chicago 12, Ill.

Reliable Adds Furtex Junior Model

The production of its new Furtex Junior Model 25 glazing, electrifying and rejuvenating machine has been announced by Reliable Machine Works. It is especially designed for the furrier and fur cleaner handling 300 to 1,500 coats a season.



According to the announcement, the Furtex Junior contains most of the important features found in the larger models. These features include glazing of old and new fur coats on an assembly-line basis; requirement of only 10 minutes for beaver, nutria, sheared raccoon, even mouton, mink and seal; only a few hours practice required for expert operation; elimination of tedious hand op-

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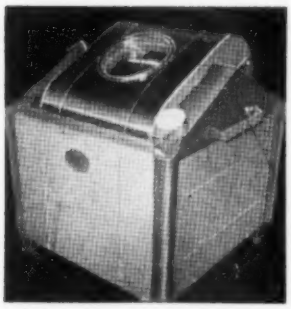
erations, since such steps as glazing, brushing, beating, and dusting by vacuum are all done in one simple operation.

Other electrifying machines in the Reliable line include Models EL-20 and EL-30 for mass production, and the Lustcrette portable for hand ironing.

For further information on the Furtex Junior Model 25 or other items in the line, write to Reliable Machine Works, 238 Eagle St., Brooklyn 22, N. Y.

Little Master Unit



The Master Manufacturing and Equipment Company has introduced the "Little Master" unit for wetcleaning, designed by C. N. Harris, firm president.

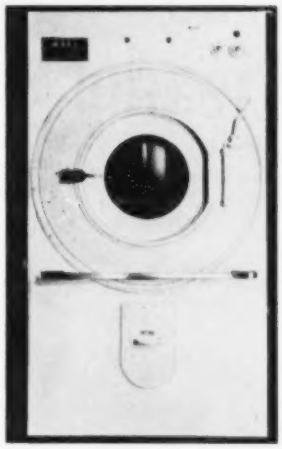
Mr. Harris stated that the unit was developed as a result of his own years of experience as a plantowner in the Southwest, and with the cooperation of drycleaners working with plant engineers. It has been extensively plant-tested.

Features pointed out by Mr. Harris include compact stainless-steel construction with self-conformed ribs, and the fact that the unit is only one-third the size of similar laundry-type machines. Other features include big load capacity, quiet and gentle oscillating movement, and the Lux automatic switch and timeclock which control the starting and stopping of the machine as preset.

The manufacturer also points out that the machine has few moving parts, and that they are all ball-bearing and sealed in oil, thus never requiring oiling or mechanical attention. The motor is a ⅓ hp AC type, with two speeds for easy and efficient handling of all load conditions.

Full assembly-line production will soon be under way, the manufacturer announces, in new factory quarters at 3000 St. Louis Ave., Fort Worth 10, Texas.

New Hoyt Drier



A new addition to the Hoyt line of driers has been announced by Harry Hoyt, president of Hoyt Manufacturing Corporation, Westport, Mass. Named the Westport, the new drier has a cabinet front which permits the units to be installed side by side to form a flush, wall-type battery. No special local installation handling is required.

The new Westport is based on the Hoyt automatic drier which has been used by self-service operators, except that minor changes permit the machine to be controlled from the front panel.

Features of the Westport pointed out by Mr. Hoyt include its automatic timeclock system, which when set turns on the gas, fan motor and cylinder motor, then turns them off when the proper time has elapsed. Another convenient feature is the thermostatically operated automatic temperature control.

Other features are the automatic gas safety valve, the red signal light, safety door switch and glass porthole. An adjustable gas mixer allows a fine adjustment to be made after the proper Btu spud has been installed at the factory. By locating the exhaust on the side, a more compact unit results, saving front floor space.

New Blau Factory

The completion of a new factory at Altamonte Springs, Fla., marks a year of production of the Penetro Unit by the M. Blau Manufacturing Company, Inc. During that year, the announcement states, many improvements have been made,

GUARANTEED TO REMOVE STUBBORN STAINS FASTER OR YOUR MONEY BACK!

for INK PAINT RUST BLOOD STAINS

SOLVINK, the special-purpose spot remover, is guaranteed to remove stains faster than anything you've ever used or you get your money back.

And SOLVINK is the completely safe spotting agent. It works quickly and effectively without harming even the finest fabrics. Perfectly safe for all white and fast colors, too.

So order SOLVINK today from your jobber on this money-back guarantee, or write us (Dept. N-63) for free sample.

One set of 2 half pints—**$2.25.**

Also economical pint, quart and gallon sizes.

And you can use these companion products profitably, too—

- **TANSOL** for Tannin Stains
- **GREENZYME**—Digestant
- **IODAZE**—for Iodine Stains
- **SIZ-IN**—Hot Size

GREENVILLE CHEMICAL COMPANY
P. O. Box 1087
Greenville, S. C.

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Cleaner's Clinic

BY "DOC" FILTROL

Rx

SOLVENT TESTING II

PRACTICAL TESTS

These tests are those which are simple to perform yet are of considerable value in determining a solvent's condition.

SOLUBLE IMPURITIES

Color: The color of the solvent should not build up to the extent that it will cause graying or dulling of light materials. It is difficult to set limits on solvent color; however, it should not be allowed to become darker than a very light amber. In most instances solvent color may be maintained at a level very close to water-white through careful operations. The test for solvent color is visual and may be accomplished simply by inspecting sight glasses. Caution: In the event that a charged system is being used, the color of the solvent may be darker than that normally allowable; however, this color is due to the inherent color of the detergent being used and in itself *causes no cleaning* difficulties.

Acid Number: The acid number of the solvent in general should be maintained below 0.3 when tested according to the approved NID method.

It is felt by some that solvent acid number must be maintained as close to zero as possible in order that solvent odors do not develop. However, we feel that there is no absolute basis for this theory inasmuch as we have seen a great many discrepancies. Nevertheless, as a matter of safety, it is usually thought best to maintain the solvent acid number at a level of 0.3 or below.

DC FILTROL REMOVES COLOR AND FATTY ACIDS

When DC Filtrol is used exclusively and in the proper quantities, solvent color and acid number are maintained in the desired range without resulting in excessive pressures or high costs. Ask your distributor for DC Filtrol today and assure yourself of efficient trouble-free operations.

Doc

Filtrol CORPORATION
727 West Seventh Street, Los Angeles 17, California
Plants: Vernon, California; Salt Lake City, Utah; Jackson, Mississippi

including a method of exhausting the steam from the hood of the unit without obstructing the steam process. This device permits application of steam directly to the fabric in an almost 100 percent solvent medium.

According to the manufacturer, the Penetro Unit prespots or conditions between 800 and 1,000 pounds of garments per hour, eliminating do-overs due to rings, static electricity, and most wetcleaning and spotting.

Five-Language Booklet

The Prosperity Company, Inc., Syracuse, N. Y., has published a colorful, five-language booklet, illustrating and describing its complete line of equipment for the drycleaning and laundry industries, as well as for hospitals, hotels, institutions and clothing manufacturing plants.

The booklet is printed in Portuguese, Spanish, French, German and English. Each piece of descriptive copy appears five times in these five languages to make the booklet usable throughout the world.

Prepared in direct support of the Prosperity Exporting Corporation program, the book is termed its "International Complete Line" manual. Distribution in this country is restricted to special requests.

New Advertising Program

An advertising program for both drycleaners and launderers, which will be exclusive to one operator in a community, has been developed by Stuart Bart, Inc. An improved version of the firm's former "Mat Book," the program will be issued twice yearly, each issue covering a six-month period. Each subscriber will get two mat books, one for permanent reference, the other for clipping purposes to be sent to newspapers or printers.

The program includes copy for newspaper advertising covering institutional ads, special service, specific item, special promotions, birthday sales, openings of new stores and routes, new-service introductions, premium promotions, seasonal and holiday ads. Also included are radio announcements and a budget and schedule control sheet. Subscribers will also have as a bonus the monthly Stuart Bart Promotion and Idea Bulletin.

Plantowners may receive the program for inspection by writing to Stuart Bart, Inc., Advertising, 114 E. 32nd St., New York 16, N. Y.

Selling Book by Sanitone

An informative illustrated booklet, "The First Principles of Route Selling," has just been released to all Sanitone licensees of the Sanitone Division of Emery Industries, Inc., Cincinnati.

The booklet was designed to increase the driver-salesman's knowledge of the fundamentals of selling and how to assure greater customer satisfaction. It comprises stories that employ case histories written in the first person. Each contains valuable suggestions on appearance and behavior of vital importance in all selling, and especially in selling a service such as drycleaning.

This booklet is the first of a "Dollars at the Door" series of four. The second, "The Service That Satisfies," is scheduled to appear about September 1. The third and fourth volumes of the series are scheduled for later publication.

The Sanitone Division will make available to each Sanitone drycleaner enough copies to supply one for each person contacting customers and prospects.

This is Emery's fourth set of Sales Training Helps for the drycleaner since its first booklet was issued in 1938.

Visitor From Trinidad

Leon Teichner, head of the Almore Dye House in Chicago, was host for several weeks in June to George Lee Lum, operator of a cleaning plant in Port au Spain, Trinidad. Mr. Lum spent the time in studying modern garment dyeing as part

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of his tour of the United States.

In the several months of his tour, Mr. Lum also spent considerable time studying the operations of the National Institute of Drycleaning at Silver Spring, Md., and of the American Institute of Laundering at Joliet, Ill.

Mr. Lum is a graduate of the University of California with a degree in civil engineering.

Two Black Beauties

The fisherman proudly displaying his catch is Dr. W. A. Ramsey, president of Warco Laboratories in Los Angeles. He caught the two black bass, weighing 10½ and 9½ pounds, at Panama City, Florida, which he visited after attending the recent LCATA convention in Hollywood Beach.

Caled Appoints Ryan

Caled Products Company, Brentwood, Md., has announced that it will be represented by Reece Ryan in the upstate New York territory. Mr. Ryan has not only attended the National Institute of Drycleaning, but has had practical plant experience. His experience includes 25 years in the industry, varying from small plants to the largest in the country.

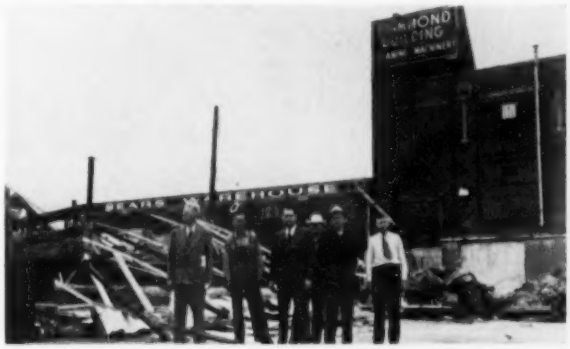
Mr. Ryan has recently returned from the Canal Zone where he had been in charge of the Panama Canal Company drycleaning plant for the past six years.

Grimm Heads Soap Firm

Stockholders of the Los Angeles Soap Company and its subsidiaries have announced the election of H. Paul Grimm as chairman of the board, president and general manager. In addition to being oil umpire for the State of California, Mr. Grimm has been vice president of the Getty Oil Company, president of the Pacific Western Oil Company, and for a number of years served as director of the Tidewater Associated Oil Company.

Andrew K. Forthmann, member of the law firm of Dockweiler & Dockweiler, was appointed vice president and assistant to Mr. Grimm.

Hammond Weathers Devastating Tornado



PILE OF DEBRIS was Hammond's equipment and storage warehouse before tornado. In front, Bill Hammond (left) and employees

The Hammond Laundry-Cleaning Machinery Company of Waco, Texas, came through the disastrous Waco tornado of May 11, and is already back in operation. The main factory building, while in the full path of the storm, suffered only blown-out doors and windows, and loss of power and telephone lines.

The large storage warehouse, filled with equipment and materials, and located ad-

THOUSANDS NOW IN USE IS A GREAT RECOMMENDATION

High Speed — Safety Equipped
WESTERN Extractors

Western Extractors are faster, yet are safer and easier to start and stop. New design cuts vibration. All parts are corrosion resistant.

WESTERN SAFETY FEATURES

Each Western Extractor is equipped with an interlocking safety device on the cover that makes it impossible to start the machine when the cover is open, or lift the cover when the basket is in motion. The motor is explosion proof for complete safety in dry cleaning plants. Foot operated brake brings the self-balancing basket to a gradual stop.

A SIZE TO FIT YOUR WASHER

Western Extractors are available in a wide range of sizes to fit every washer. The right size takes all the load from the washer and cuts out extra handling.

Write today for full information and free book describing Western Laundry and Dry Cleaning Equipment.

Manufactured by

Western Laundry Machinery Co
North Kansas City, Mo.

WESTERN LAUNDRY MACHINERY CO.
420 E. 10th St., Dept. NC-7 North Kansas City, Mo.
Please forward complete information on Western Extractors, Size needed _____
Name _____
Address _____
City _____ State _____

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"ALL-IN-ONE" DRY CLEANING **NU-WEIGH BASKET**

Weighs and Transports Dry Cleaning Loads

Stop guessing—Save money. Know the exact weight of your load. 16" x 18" x 32" heavy gauge steel wire basket with removable plastic lining bag, 60 lb. capacity. Scale and basket mounted on steel carriage with ball bearing casters **$69.50**

150 lb. capacity basket, $89.75

Weight figures reflected in magnifying mirror—plainly visible without stooping.

If your jobber can't supply you, write us direct.

NEWHOUSE COMPANY

3827 San Fernando Rd., Glendale 4, Calif.

Every day the Viking sales and engineering staffs answer questions on pumping for a long list of satisfied customers.

Many are companies with problems very similar to yours.

These questions can be answered correctly because Viking people draw from over 40 years' successful pumping experience and recommend from the fastest-growing, most complete line of rotary pumps on the market. Over 600 standard models plus endless special designs. There's no compromise with Viking Pumps. We invite your questions on pumping problems.

You can be sure of top performance with a genuine Viking, the original "gear within a gear" pump. The positive, smooth action of Vikings is ideal for all dry cleaning applications.

Send for bulletin 803Q today.

VIKING AN HONORED NAME IN PUMPING

See Our Catalog in SWEETS

VIKING PUMP COMPANY
CEDAR FALLS, IOWA

jacent to the main building, was completely destroyed.

Bill Hammond, Roger Conger, Fred Winslow and other Hammond employees wish to express grateful appreciation to all their friends for the many telegrams and letters of concern and sympathy.

International Paper Staff

At a meeting of the board of directors of International Paper Company, held in New York on May 13, Arthur L. Ross, assistant general manager, Southern Kraft Division, was elected a vice president of the company, it has been announced by John H. Hinman, president.

A veteran of 28 years with the company, Mr. Ross was appointed assistant general manager of the Southern Kraft Division last August after having served since 1939 as production manager of the company's nine integrated pulp and paper mills in the South. He will continue as assistant general manager of the Southern Kraft Division, which employs more than 14,000 men and women and last year produced more than 2,400,000 tons of kraft paper, board and dissolving pulp.

Conley-Hild Rug and Upholstery Clinic

A rug, carpet and upholstery cleaning clinic was held recently in Spokane, Wash., by Conley Chemical & Supply Company, Washington distributor of Hild floor machines. Fred C. Hild, president of the Hild Floor Machine Company, conducted the clinic, which was attended by the principal rug cleaners, drycleaning and laundry plantowners and hotel representatives in the area.

Demonstrations included preparing a rug for cleaning with the Hild rug beater, vacuuming rugs and upholstery, application of Hild synthetic shampoo to a davenport with the Hild automatic upholstery machine, rug shampooing and vacuuming with the Hild floor machine and vacuum. Mr. Hild also explained the process of using Hild Re-Color.

After a question-and-answer discussion, the representatives were luncheon guests of Conley Chemical & Supply Company and Mr. Hild.

Hoffman Experts Appraise Jet Model

FIRST MODEL of U. S. Hoffman Machinery Corporation's new Jet IV series of synthetic drycleaning units is examined by E. W. Vickery, general manager, Syracuse, N. Y., and four factory experts. Left to right: John E. Burns, chief engineer; Bruce R. Kelly, plant engineer; George W. Norris, assistant chief engineer; Mr. Vickery; Carl W. Monk, welding engineer

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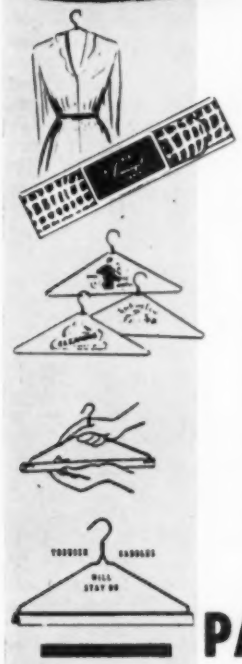
Paulin Products



New self sealing Dress Bands. Dresses look like new when delivered with a "Paulin Dress Band" around the waist. Neater, more slender look with the added plus of your name on the buckle. Choice of colors.

SELF-SEALING HANGERS

No messy glue, adhesive sticks without dampening. Paulin hanger covers are whiter, stronger, tighter, faster, neater and CHEAPER. Your choice of message, color.

ROLL-O-TROUSER GUARDS

Fit any type wire hanger. Easy to slip on. Will stay on. Tubular design completely surrounds hanger cross bar, thereby providing greater added strength. Quickly applied and forms a permanent and rigid support for trousers.

TROUSER SADDLES

Because of its "U" shape and extra depth, this guard will not tip or fall off the hanger even when garments are packed closely together on the cleaner's racks.

PAULIN PRODUCTS CO.

4444 Lawndale Ave. Lyons, Ill.

Patek Adds New Lines

Richard Rouvellat, sales director of Patek & Co., reports that the company has been appointed Western representative for several major supply lines.

Patek representatives in eight Western states, Hawaii and Alaska will offer the new improved Hoyt Manufacturing Co. line. The major Hoyt item for drycleaners is the Solvo-Miser reclamation tumbler for chlorinated solvent drycleaning, which is said to double the unit capacity and is approved by safety authorities. Hoyt also makes a complete line of fast-drying laundry tumblers, including fully automatic, coin-operated, cabinet-type driers for self-service installations.

In the laundry field, Patek will distribute Hercules CMC Formula for sizing flatwork and linen-supply items.

The company has also added Westvaco Chemical Division's Magnesol. A drycleaning technician, Mr. Rouvellat indicates that Magnesol is finding increasing application in charge and strong soap drycleaning systems, to reduce solvent reclamation costs.

Further information on these items is available from Patek & Co., 1900 16th St., San Francisco 1, Cal., or its representatives.

Gottshall Heads Atlas

RALPH K. GOTTSHALL

Ralph K. Gottshall was elected president of Atlas Powder Company, Wilmington, Del., by the board of directors at its recent annual organization meeting. He was also elected chairman of the executive committee.

Mr. Gottshall succeeds Isaac Fogg, who becomes chairman of the board and will also remain chairman of the finance

Sales Promotion Tips

... For BERLOU Mothproofing Dealers

You can increase business—and make more money—by advertising BERLOU by mail.

This has been proven time after time by Berlou during 23 years of using direct mail to sell Berlou Mothproofing.

Every BERLOU GUARANTEED MOTHPROOFING dealer has at his disposal everything he needs to conduct successful direct mail advertising campaigns. BERLOU provides copy for sales-proven direct mail letters and smart-looking inserts imprinted with your name and address.

Mailings that can bring in extra business can be sent out periodically at a reasonable cost. This form of advertising has made thousands of dollars for many businesses in the past, and it can make money for you. It is recognized as one of the best ways of advertising for small businesses. And while building profitable BERLOU MOTHPROOFING business for you, it can help you hold your present customers and return back to you those who drift away toward other shops.

In our 23 years of using direct mail to sell Berlou, we've hit on four rules that point the way to successful direct mail campaigns.

Here they are:

1. Your list is important. Keep an up-to-date record of the names and addresses of your customers. They'll make up the biggest percentage of your business next year if you treat them right and send a few letters or cards to them.

2. Use a plan. Set a goal that you want to reach—using helpful, friendly letters or cards. And then stick to your plan.

3. Give your mailings time to work. True results can only be seen after several mailings.

4. Make a place in your advertising budget. Set aside a portion of your budget for direct mail—enough to carry out your plan.

BERLOU IS PROFITABLE

No other service you can offer in your shop has a better margin of profit than Berlou Mothspray. Profits from Berlou run as high as 200 to 300 percent for many dealers. And Berlou is a repeat sale item with year-round potential. Berlou's Five-Year Guarantee in writing makes Berlou easy to sell. It's no wonder that more professional mothproofers use Berlou than any other product.

If you'd like to know more about direct mail advertising for BERLOU GUARANTEED MOTHPROOFING, just write to our advertising department and ask for Bulletin TP#3.

THE BERLOU MANUFACTURING COMPANY
435 Monroe Street Marion, Ohio

In Canada:
The Berlou Company Ltd., London, Ontario, Canada

Note: If you are not already a Berlou dealer, write for our interesting and informative booklet, "Berlou's Profit Builder Plan"—NOW! It's FREE—and it will show you how to add EXTRA PROFITS to your business every day. Our dealers make as much as $5,000 to $10,000 extra net profit each year. Use this coupon for convenience.

FILL OUT AND MAIL TODAY

OK! Send a free copy of "Berlou's Profit Builder Plan" without obligation.

Firm: _____

Address: _____

City _____ **Zone** _____ **State** _____

Signed _____

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CLIFTON, NEW JERSEY

MANUFACTURERS OF:
RESIZET — for finest textile refinishing
ASSISTEX — for positive moisture dispersing and soil removal (used with strong soap and batch systems)

ASK YOUR JOBBER TODAY!

RELIABLE LUSTERETTE

A "MUST" FOR ANY PLANT THAT HANDLES FURS!

- It's the Only Truly Portable Fur Ironing and Glazing Machine.
- Just plug in and use; no overhead trolleys, tracks or shafts.
- Can be used in any position.

LUSTERETTE, Model L-50, U. S. Patent Nos. 1,979,-030 and 2,560,943. PRICE **$197.50** — FOB, Brooklyn, N. Y.

Plants that handle *300–1500* Coats per season need the "Junior" for Fur Electrifying, Glazing & Rejuvenating. One season's use will repay your investment in this machine.

JUNIOR, Model 25, U. S. Patent Nos. 2,477,448 and 2,633,731.

RELIABLE also offers a complete line of **Fur Cleaning and Fur Storage Equipment.** Estimates furnished upon request at no cost or obligation. If you are planning a Fur Storage Vault, do it the Reliable way.

PRICE *$1495.00* — FOB, Brooklyn, N. Y.

RELIABLE MACHINE WORKS, INC.
231 EAGLE STREET BROOKLYN 22, N. Y.

committee. He has retired as president and chairman of the executive committee, offices which he has held since 1945.

Mr. Fogg succeeds Leland Lyon as chairman of the board. Mr. Lyon, who will remain as a member of the board, has been its chairman since 1945, following his retirement from the presidency of the company.

Daughter Carries On

MRS. ANN BURKE

Since the recent death of Robert Heinz, head of the Shedlov-Heinz Manufacturing Company, Minneapolis, the business has been carried on by his daughter, Mrs. Ann Burke. Mrs. Burke has had a varied experience in the firm, starting in 1936 as secretary-treasurer, and participating actively in every step of the manufacturing process. For 16 years she attended industry conventions.

Mr. Heinz originally designed the company's Janet Steam-Heated Necktie Press in 1931. He soon added Janet Glove Forms, and in 1944 introduced the Janet Electrically Heated Necktie Presses, which have been changed a few times to keep up with necktie styles.

Mrs. Burke plans to continue as head of the business.

Diamond Expansion

More extensive, centralized storage and handling facilities to serve Diamond Alkali Company customers in New Jersey, New York and surrounding areas have been completed and are now in operation at the company's Jersey City silicate plant, it has been announced.

W. H. Evans, general manager of silicate operations at the company's Cleveland headquarters, described the expansion as part of a company-wide program to insure faster and better service to all consumers of Diamond Alkali chemicals. He added that a similar project recently was completed at the company's Cincinnati silicate plant.

Sta-Nu Announces Two Appointments

MORRIE BRICKMAN

HAROLD E. OLSON

The Sta-Nu Corporation of Chicago has announced the appointments of Morrie Brickman as art director and Harold E. Olson as sales promotion manager.

Mr. Brickman has created and designed sales promotional materials for many leading industries. A member of the National Cartoonist Society, he also has a syndicated cartoon strip appearing in 140 newspapers throughout the world. He studied at the Chicago Art Institute, the American Academy of Art and in Italy.

Mr. Olson has spent his entire business life as a sales, sales promotion and advertising executive. He was associated with the Borden Company for almost 20 years as sales promotion and advertising director.

Appointments to these two posts became urgent, Sta-Nu announced, because of the rapid growth of the company.

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Solvay Expands Production

A. B. Chadwick, president of the Solvay Process Division, Allied Chemical & Dye Corporation, New York, has announced plans for construction of a plant near Moundsville, W. Va., to produce chlorinated methane products. The plant will be completed in about 10 months.

The new plant will have facilities to produce carbon tetrachloride, methylene chloride, methyl chloride and chloroform, marking Solvay's entrance into a new field of organic chlorinated chemical products.

Chlorine necessary for production of these products will be supplied by Solvay's large chlorine-caustic soda plant now being completed.

Hoffman Appointments Announced

JAMES I. McKEOWN

EDWARD J. HART

The appointment of Edward J. Hart as assistant director of industrial relations for the U. S. Hoffman Machinery Corp., New York, has been announced by James J. McHale, director. Mr. Hart's time will be divided among the company's plants in Syracuse, Auburn and Poughkeepsie, N. Y., and Scranton, Pa.

A graduate of Boston College, Mr. Hart served with the U. S. Army in World War II and is now a reserve major. He was with the Veterans' Administration for six years as education and training officer in charge of vocational rehabilitation, and was personnel director at U. S. Hoffman's Auburn plant for a year and a half.

S. B. Brooks, Western district manager of the company, has announced that James I. McKeown has been named executive representative at the San Francisco office. Mr. McKeown joined Hoffman in 1923 in New Orleans. In 1925 he was transferred to St. Louis and two years later became Western district manager. In 1946 he was named sales manager of the Canadian Hoffman Machinery Company, Ltd., in Toronto.

Carman Holds Annual Three-Day Meeting

The annual meetings of branch managers, stockholders and the board of directors of Carman & Co., Inc., Brooklyn, N. Y., were held April 25-28 in New York. The initial three-day meeting was attended by 35 Carman executives and branch managers, the largest group ever to attend the annual conference since the company was founded in 1899.

S. E. Moore, president of Carman & Co., Inc., presided over the business sessions, during which special reports and proposals were submitted by divisional managers and department heads for group discussion and consideration.

Shown in the photograph above, left to right, seated, are: E. A. Moll, R. H. Lees, Helen Verkamman, A. G. Mittlacher,

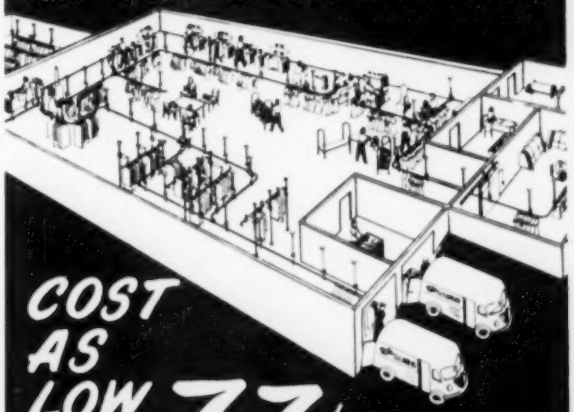
. . . that teams up with the drycleaner to provide him with dependable color-craftsmanship on all items of apparel and household furnishings — for service, for pride, for profits.

Write, wire or phone for details and promotional material without obligation

General Dyeing Co.

MEMBER GARMENT DYERS GUILD OF AMERICA

TIME SAVERS' "HI-SPEED" RAIL FITTINGS



COST AS LOW AS 77¢ per ft.

The most Practical and Economical Conveyor System for transporting garments within your Plant.

TIME SAVERS, INC.
83-99 WALNUT STREET
MONTCLAIR, NEW JERSEY

TIME-SAVERS
83-99 Walnut St., Montclair, N. J.
GENTLEMEN: Please send without obligation your FREE booklet on TIME-SAVERS "Hi-Speed" RAIL FITTINGS
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STOP COSTLY MIX-UPS ON MULTIPLE ORDERS!

TWIST-EMS

The Original Hanger Tie

Clean Clothes Last Longer... Clean Clothes Last Longer... Clean Clothes Last

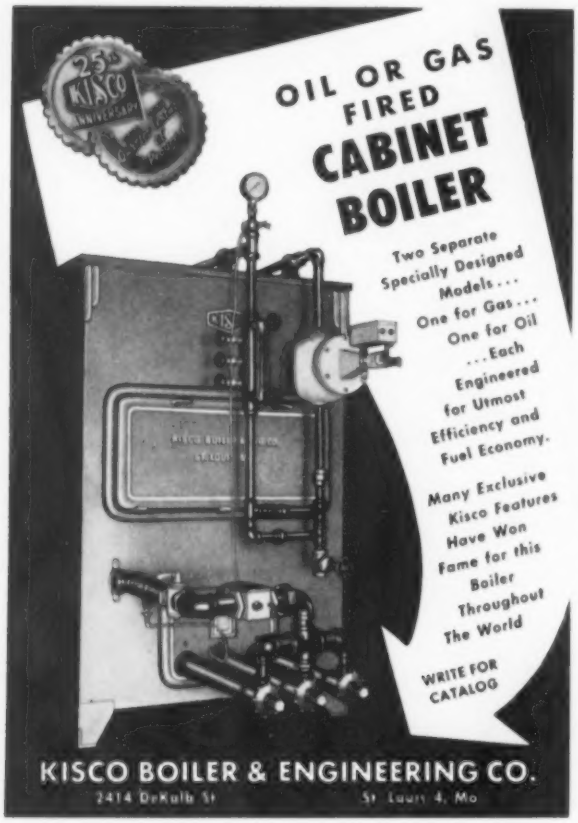
Eliminate time and money consuming delays, driver mix-ups, inconveniences, claims, etc. with TWIST-EMS Hanger Ties. Just a quick twist-of-the-wrist and GROUP ORDERS are LOCKED into a SINGLE, SECURE UNIT.

These handy, wire re-inforced paper tapes are *faster* and *easier* to use than cord or other tying methods, and their colorful, attractive appearance pleases customers, too!

GERMAIN'S SINCE 1871 TWIST-EMS DIVISION

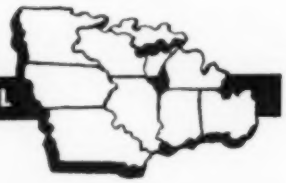
Ask your Supplier or write for Free Samples and new LOW Prices. Include Name and Address of your Supply House.

GERMAIN'S, INC., TWIST-EMS DIV.
Dept. N-7, Los Angeles 21, California



Emma Gebhardt, S. E. Moore, Beatrice Becker, J. T. Lowe, Katherine Koetz, C. R. Conley. Second row: J. E. St. John, J. L. Kirk, G. D. Marrocco, H. N. Cox, E. W. Hahn, C. L. Plough, C. H. Olson, J. R. Conley, G. L. Russell, R. E. Thoelen, L. H. Hellman, M. E. B. Moore. Rear: W. W. Martens, E. A. Zurlinden, H. E. Sondles, R. L. Granberry, F. M. Lassiter, R. W. Green, H. C. Hannah, A. M. Olson, J. W. Bailey, E. C. Kjellander, J. S. Parkhill, Jr., and J. H. Osborne.

PEOPLE AND PLACES



NORTH CENTRAL

The front of Brownie's Cleaners, W. Poplar St., Harrisburg, Ill., has been modernized.

J. G. Francis has added new finishing equipment at Master Cleaners, Slater, Mo.

A new building is under construction for Pentwater (Mich.) Dry Cleaners, owned by Mr. and Mrs. George Kreager. It will replace the plant destroyed by fire last fall.

Rohlof Cleaners recently held a grand opening for its new plant at 3572 W. 95th St., Evergreen Park, Ill. The firm is owned by Joseph G. Rohlof.

Valeteria Cleaners, 1606 Main St., Marinette, Wis., has been remodeled and redecorated.

Columbus Cleaners, Columbus Junction, Iowa, has been sold by Mr. and Mrs. George Mintoyne to Maynard Bittle, an NID graduate, and Mrs. Bittle.

Valley Cleaners, Spring Valley, Minn., has been purchased by Eng Nelson and Levern Olson from Arnold Nelson.

Monge's Cleaners, S. E. Second St., Fairfield, Ill., has been sold by Dom Monge to Paul Bethel.

O. K. Cleaners, Lilbourn, Mo., and Re Nu Cleaners, Portageville, owned by Mr. and Mrs. Raymond Lloyd, have gone out of business.

Swan Cleaners, Columbus, Ohio, has acquired the Columbus Fur Vault, 2039 E. Livingston Ave. Andre Gelpi is president of the drycleaning firm.

Olson's Cleaners, Moorhead, Minn., has been sold by Mr. and Mrs. Norman Olson to Elwood Tetrault.

Directors of Fenton United Cleaning and Dyeing Company, Inc., 2243 Gilbert Ave., Cincinnati, Ohio, have elected Leonard Shertzer vice president in charge of production. Mr.

LEONARD SHERTZER

Shertzer has been with the firm since 1912, when he joined the original Fenton Cleaners as a dyer. In 1920 he became assistant to E. K. Wuerdeman, now president and then general manager, and in 1940 was put in charge of production of the two Fenton plants.

Beacon Cleaners, Inc., 6729 Ogden Ave., Berwyn, Ill., has been sold to Arthur V. Peeler and Charles J. Vesely. The firm has been renamed Olympic Cleaners.

Quality Cleaners, 311 Second St. E., Ashland, Wis., has been opened by Otto C. Hardt and William R. Chuddy.

Andrew Fedchak, owner of Prom-Mite Cleaners, 908 E. Main St., Urbana, Ill., has opened a drive-in station on N. Cunningham Ave.

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Ralph G. Olson has purchased the interest of his father, Godfrey Olson, in BroLeen Cleaners, 215 E. Front St., Bloomington, Ill. The firm name has been changed to Olson's Cleaners.

Minnis Cleaners, Winslow, Ind., has been leased by Mrs. Lucille Minnis to Art Joary, an NID graduate and a Korean veteran.

Quality Cleaners has been moved by Myrtle and Joe Harris to new quarters on Main St., Festus, Mo.

A license has been issued to Evergreen Plaza Dry Cleaners, Inc., Evergreen Park, Ill.

La Belle Cleaners and Dyers, 166 E. Wisconsin Ave., Ocomomowoc, Wis., has been sold by Edgar Nehring to Mr. and Mrs. Moran Bundy.

Fashion Cleaners has been opened at Monticello, Ill.

Hector (Minn.) Cleaners, formerly Harry's Cleaners, has been sold by Harry Anderson to James McLaren and Ray Ahl.

Mason City (Ill.) Cleaners is now owned by Don Legg.

The building of Johnson Cleaners, 146 S. Main Ave., New Richmond, Wis., has been remodeled and redecorated.

The exterior of New Athens (Ill.) Cleaners, operated by Hugo Fietsam and Kenneth Heil, has been redecorated.

NORTH WEST

The city council of Portland, Ore., has approved a zoning change to permit construction of a new plant for Enke's City Dye Works, 301 S. E. Ash, on S. E. Powell Blvd. Clarence Van Dorn is president of the cleaning company.

Rudd Cleaners, Pennsylvania Ave., Cle Elum, Wash., has been leased by Celio and Maizie Zat to Bob and Gwen Blackwell.

Dickson's Cleaners has been opened at Scappoose, Ore.

Butrick Cleaners has been opened at Kulm, N. D.

Mr. and Mrs. Hugo Ford, owners of Oregon Cleaners, Redmond, Ore., have opened an alteration and repair department.

Mohall (N. D.) Cleaners has been sold by Ray Hansen to Mr. and Mrs. Frank Fitzgerald.

New drycleaning machinery has been installed by Mercury Cleaners, Benson, Neb., owned by Mr. and Mrs. Crete Lemons.

NORTH EAST

J. & H. Cleaners has been opened by Joseph Hardy at 815 Buffington St., Somerset, Mass.

DeLuxe Cleaners, owned by Carmine Bisogno, has moved to larger quarters at 1163 E. Main St., Bridgeport, Conn.

New equipment has been add- at Frank Grehl Cleaners, 12th and Lincoln, Erie, Pa.

Haig K. Tevekelian celebrated the fifteenth anniversary of Minute Man Dry Cleaners, Cushing Sq., Belmont, Mass., by extensive remodeling. The firm has branches in Waltham and Brookline.

Embassy Cleaners, 8 Cleveland St., Orange, N. J., was gutted by a fire of unknown origin. The business is owned by Yeghishe Catchouny.

Harold Somerville has installed all new equipment at Somerville Dry Cleaners, Point Pleasant, W. Va.

The plant of Saratoga Dry Cleaners, Saratoga Springs, N. Y., has been remodeled and expanded. The business is owned by David Sklute.

You buy extra quality and durability at no extra cost when you SPECIFY

DANDUX

canvas baskets, trucks, hampers, extractor covers and bags

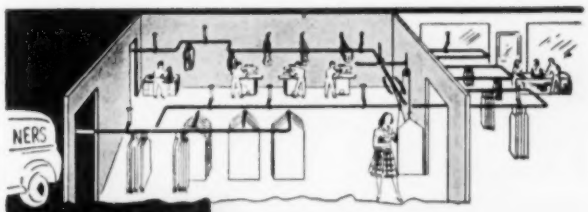
FROM YOUR DEALER

C. R. DANIELS, INC.

DANIELS, MD.

75 West Street, New York 6, N. Y.

549 W. Randolph St., Chicago 6, Ill.



SAVE UP TO 50% on HANDLING COSTS . . .

FREE BOOKLET SHOWS HOW!

FREE!

ILLUSTRATED INSTRUCTION FOLDER

Simple installation procedure shown step-by-step! Shows how you can install-it-yourself, using wrench and screwdriver.

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OVERHEAD RAIL SYSTEMS

FOR COMPLETE & PARTIAL SYSTEMS

- We provide the **inexpensive** patented fittings . . . priced as low as 75c each.
- You provide **your own** ¾" or 1" ordinary pipe.
- You **install-it-yourself.** No welding . . . No threading . . . No machining!

Free planning service!

MAIL COUPON TODAY!

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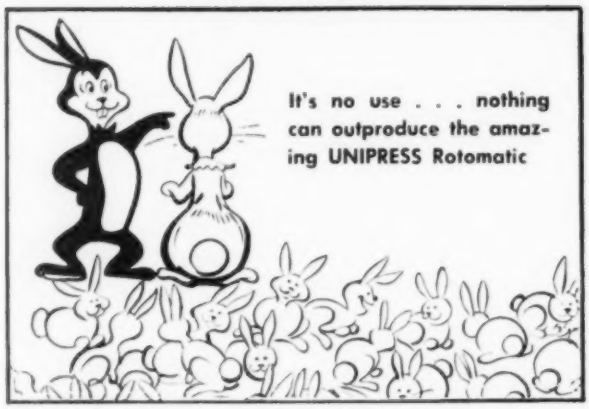


Meadow Cleaners has been opened in a new shopping center at 1542 Front St., East Meadow, N. Y.

Willie Laferriere, owner of Independent Cleaners, 55 John St., Willimantic, Conn., has announced opening of a branch at 16 Union St.

A certificate has been filed by Bertha and Sam Haselman for operation of Park Ave. Dry Cleaners, 1568 Montier St., Wilkinsburg, Pa.

Clifford Shachoy has opened the new plant of Clifford Cleaners on Merchants Lane, Taunton, Mass.

Owner Jenkins has installed a complete dye plant at Superior Cleaners, 930 Avery St., Parkersburg, W. Va.

Edward Drezek, owner of Avon (Conn.) Cleaners, has purchased the equipment of a large cleaning firm, which he plans to install in a new addition to his present plant on Old Farms Road.

Crystal Cleaners, formerly known as McCarthy Cleaners, 41 Wabash Ave., Pittsburgh, Pa., is now owned by Henry and John Gielarowski.

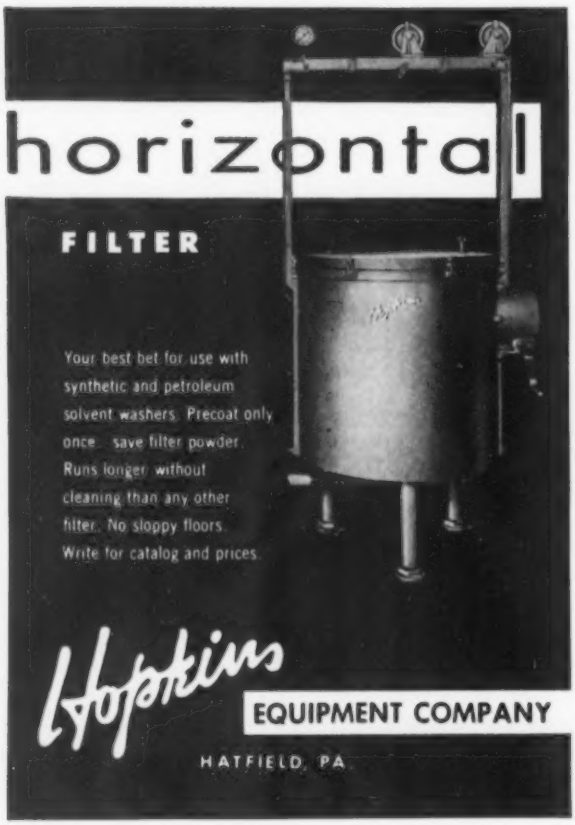
Owner Stables has installed a new cleaning unit and other equipment at Vienna (W. Va.) Cleaners and Dyers.

A business certificate for Acme Cleaners and Tailors, 1601 Brownsville Rd. and 962 Brookline Blvd., Pittsburgh, Pa., has been filed by Sam DiRenna.

Falmouth Cleaners, Teaticket, Mass., has been sold by John S. Ferreira to Louis A. Vose. It will be operated as Colonial Cleaners, Inc., under the management of Howard Hamalian, an NID graduate.

Berkeley Dry Cleaners, Berkeley Springs, W. Va., has been sold by Ford Wachter to James C. Dyche, a Korean veteran.

Eugene Buttery is now sole owner of B. and M. Cleaners, St. Mary's, Pa. The firm will be known as Buttery Cleaners.



Bang's Cleaners, Terrell, Tex., recently celebrated a fortieth anniversary. Founded in 1913 by the late A. W. Bang, it has been operated by Mrs. Bang since his death in 1934.

E. A. Brown, owner of Coronado Cleaners, 932 Coal S. E. and 1031 San Mateo, S. E., Albuquerque, N. M., plans to open branches at Lomas and Jackson, N. E., and in the new Rhodes Shopping Center, Wyoming and Central, N. E.

Vogue Cleaners has been opened by Mr. and Mrs. M. H. Gower in the plant formerly occupied by Grant Cleaners in Coalinga, Cal.

Owners Melvin Samuelson and Verne Erickson have moved Betterway Cleaners, Bushton, Kans., to new quarters on Main St.

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National Cleaners, 45 E. Fourth St., Pittsburg, Cal., has been sold by Mrs. C. L. Woods to David G. Melnikow, an NID graduate.

The new plant of Ike Haines Cleaners has been opened at 619 W. Malone St., San Antonio, Tex.

Mr. and Mrs. Cecil Pitzer, new owners of Lindsborg (Kans.) Cleaners, N. Main St., have added new cleaning equipment.

Mr. and Mrs. Louis Heckert, owners of Heckert's Cleaners, Grand Lake, Colo., plan to open a branch plant at Kremmling.

Howard's Cleaners has moved to a newly built and equipped plant at 12156 Front St., Norwalk, Cal. The business is owned by Howard Taylor.

Russell's Cleaners has moved to a new location at 204 S. Main St., Floydada, Tex. Owner Russell King has installed some new equipment.

Deluxe Cleaners has been opened at Winona, Kans., by Dale Latham.

The Satterfield Dry Cleaning plant has been opened at 6229 Hillcrest, Dallas, Tex., by Mr. and Mrs. L. O. Satterfield.

Family Cleaners has moved to new quarters at 105 E. Rutledge, Yates Center, Kans.

Mr. and Mrs. Richard M. Adams have opened Arrow Cleaners at 138 S. Riverside Ave., Rialto, Cal. The new establishment is a branch of a Fontana firm.

Hubert Schroeder, owner of Master Cleaners, Navasota, Tex., has installed shirt-finishing equipment.

New Method Cleaners, Kingman, Kans., has been sold by R. J. Rustenbach to H. O. Salmans, Jr.

Campbell's Cleaners has been opened by Bill and Pat Tuttle at 78th St. and S. Vermont Ave., Los Angeles, Cal.

A fire of unknown origin destroyed equipment and clothing at Edward's Cleaning and Pressing Shop, 4023 N. Guadalupe, Austin, Tex. Owner F. R. Edwards received burns fighting the blaze.

DOMINION of CANADA

A storage vault has been installed by Burtol Cleaners, Simcoe, Ont., in the basement of its downtown store at 18 Colborne St., N.

Woodman Cleaners, 235 Nelson St., Wallaceburg, Ont., has installed a storage vault.

Plans have been announced for construction of a cleaning establishment for Lowe Bros. on Kensington Rd., Calgary, Alta.

The plant of Magic Cleaners, 138 Chambly Rd., Longueuil, Que., was destroyed by a recent fire.

SOUTH EAST

Howard Hutchens, operator of Modern Cleaners, Lakeland, Fla., has been granted permission to build a drive-in cleaning plant at 901 S. Florida Ave.

New Method Cleaners & Launderers, Inc., Franklin, Va., has been incorporated by Christopher H. and Ruth M. Jay and Franklin and Jean K. Whitfield.

Quality Cleaners has been opened by A. A. Spell at 242 W. Peachtree St., Cocoa, Fla.

Branton's Drive-In Cleaners has been opened by Mr. and Mrs. Joe Dees on S. Bay St., Eustis, Fla.

Mr. and Mrs. Frank Hughes have purchased the Burton & Maxwell dryeleaning establishment on W. Haines St., Plant City, Fla., and will operate it as Hughes Cleaners.

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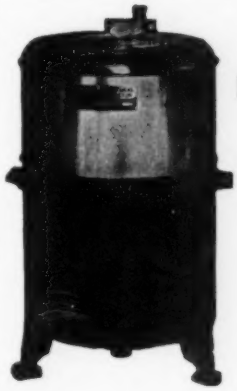

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The Anderson EASY-LOCK Drapery Protector

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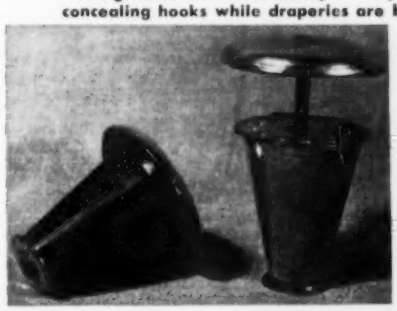

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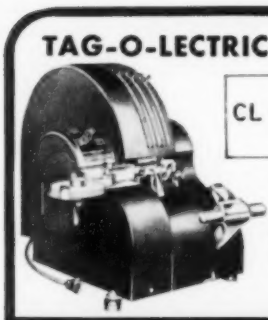

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son, O. D. Myles, has moved to a newly built plant.

One Hour Cleaners, Inc., has been opened at 416 Main St., Jacksonville, Fla.

Island Cleaners, Bradenton, Fla., has been sold by Art Todd and George Duell to John M. Wallace. The name will be changed to Wallace's Island Cleaners.

Piedmont Cleaners, 200 Queen St., Morganton, N. C., has been sold by N. A. Orders and Emory Benfield to J. G. Storie and Ned C. Johnson. New machinery is being installed.

Wendell Cleaners, 425 Ninth St. N., St. Petersburg, Fla., has been purchased by Cecil O. Ritch, Sr., who was formerly a partner in the business, in partnership with his son, Cecil O. Ritch, Jr., and W. Carl Odum, owner of Southern Cleaners, Pleasantville, N. J. The firm will be known as Ritch Cleaners.

Goodrich Cleaners has been granted a license to operate at Palm Ave. and W. 12th St., Miami Springs, Fla.

OBITUARIES

Edward C. Badeau, in charge of the special publications section of The International Nickel Company, Inc., and editor of *Inco Magazine*, died suddenly of a heart attack on May 24. He was a resident of New Brighton, New York. Mr. Badeau, a veteran of the Mexican Border Campaign and World War I, was active in the American Legion. After the war he was public relations officer of Near East Relief, and later published and edited the *South Shore Times* on Staten Island. He is survived by his wife and two stepsons.

Marion Blair, 43, operator of Blair Cleaners at York, Pennsylvania, died suddenly of a heart attack. He is survived by two sons and three grandchildren.

James G. Gemmell, Sr., 76, founder of Gemmell's Cleaners and Dyers, Inc., Verona, New Jersey, died May 8 after a short illness. A native of Ireland, Mr. Gemmell came to this country in 1907 and in 1920 founded the business which he headed until 1950, when it was incorporated. He is survived by his wife and by two sons, James G., Jr., and Malcolm R., operators of the cleaning firm.

Walker F. Gullatt, 41, president and treasurer of Howard Cleaners, Inc., New Britain, Connecticut, died recently. He was a prominent sportsman, sponsoring baseball and basketball teams under his firm name, and at

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one time raced a stable of horses. He was a member of the National Institute of Drycleaning, and had served four years as chairman of the New Britain Building Committee. Mr. Gullatt is survived by his wife, a daughter and a son.

Dale V. Harper, 60, long operator of Harper's Cleaners in Vandalia, Illinois, died recently at South Daytona, Florida. He is survived by his widow, a son and four grandchildren.

Stewart A. Millar, 27, new-products development engineer for the Detrex Corporation of Detroit, died recently of complications following a kidney ailment. A native of New Jersey, Mr. Millar first joined Detrex as a cooperative student in 1945, and alternated his time for several years between Detrex and the University of Michigan, where he was a student assistant and an employee of the Engineering Research Institute. He joined Detrex as a full-time employee in 1950, and was a key man in the company's development of ultrasonic metal cleaning equipment. Mr. Millar is survived by his wife.

Alexander Rothschild, proprietor of a drycleaning establishment in Cleveland, Ohio, died suddenly. Surviving are his widow, a son, two daughters and six grandchildren.

MEETINGS SCHEDULED

August 14, 15 and 16—NID Alumni Society, Back Home Day, Hotel Shoreham, Washington, D. C.

August 22, 23 and 24—Virginia Association of Launderers and Cleaners, Annual Convention, Roanoke Hotel, Roanoke.

September 20, 21 and 22—Dry Cleaners Institute (**Ontario**), Annual Convention, Royal York Hotel, Toronto, Canada.

September 24, 25 and 26—Pennsylvania Association of Dyers and Cleaners, Annual Convention, Bellevue Stratford Hotel, Philadelphia.

October 9, 10 and 11—American Institute of Laundering, Annual Convention and Exhibit, Shrine Convention Hall, Los Angeles, California.

October 16 and 17—Idaho Laundry and Dry Cleaners Association, Annual Convention, Bannock Hotel, Pocatello.

November 4, 5 and 6—Laundry and Cleaning Association of the **Carolinas, Georgia and Florida,** Annual Convention, Sheraton-Plaza Hotel, Daytona Beach, Florida.

November 6, 7 and 8—Ohio State Association of Cleaners and Dyers, Annual Convention, Biltmore Hotel, Dayton.

November 27, 28 and 29—Illinois State Cleaners and Dyers Association, Annual Convention, Leland Hotel, Springfield.

December 4, 5 and 6—Indiana Drycleaning and Laundry Institute, Annual Convention, Claypool Hotel, Indianapolis.

1954

February 11, 12, 13 and 14—National Institute of Drycleaning, Annual Convention and Exhibit, Washington, D. C.

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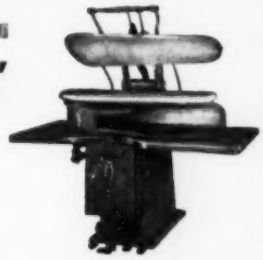

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IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 5201-4

Allen-Billmyre Dryset air vacuum; 8-press unit; 40 ft. 3" pipe; miscellaneous fittings; 6 air vacuum valves. $475. Excel Cleaners, St. Charles, Minn. 5528-4

National electric cash register, .01 to $99—four totals. Cost $995, sell for $550. **ADDRESS:** Box 5529, **NATIONAL CLEANER & DYER.** -4

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One Hoffman unit 30 x 30 washer, extractor, tumbler, still and two 500-gallon tanks, motor-driven and only two years old. **ADDRESS:** Box 5531, **NATIONAL CLEANER & DYER.** -4

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Very late model Ayr-Mor used less than a year with new Perry Solvo-Miser. Cost $7,500, will sell for $4,500 with new guarantee; American 6-roll, 100" standard chest-type flatwork ironer, complete, motor-driven, not rebuilt, $1,500. Armstrong Machinery Company, 381 Peachtree St., Atlanta, Ga. 5553-4

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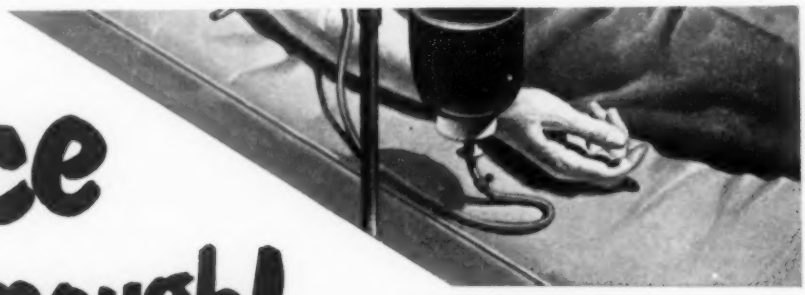

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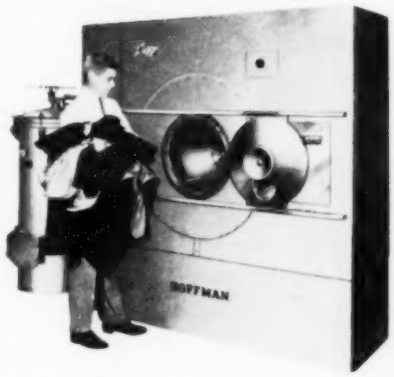

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